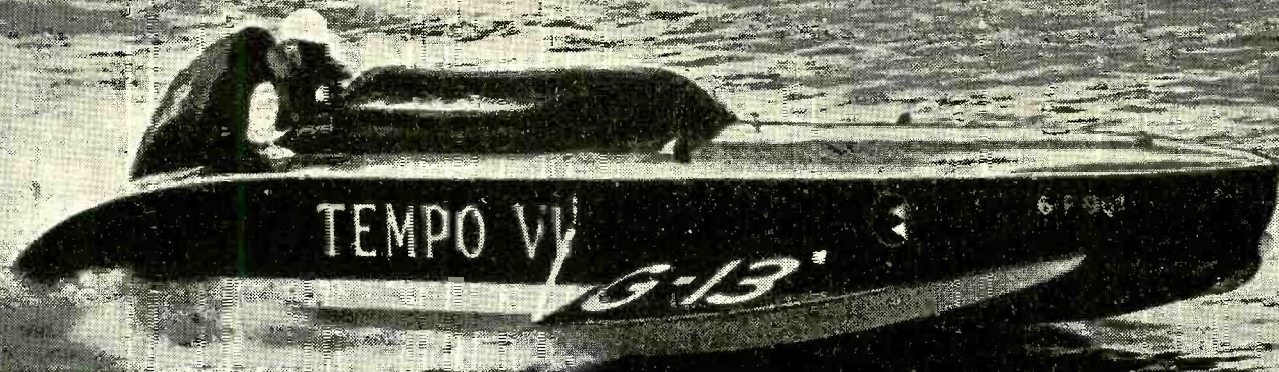


# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 9, 1947



It's a toss-up whether Guy Lombardo enjoys waving a baton or riding the waves in his championship Temp VI more. Having done just about everything a top man band crew can do, in the course of one of the longest success stretches ever compiled in orkdom, Guy is now setting about running up new records on the waterways. This shot shows him in a test run in preparation for the 1947 Gold Cup Races to be held August 10. By his victory in the Gold Cup Races in Detroit last year (he also won the International Races at Red Bank, N. J., in '46) Guy has the honor of choosing the locale in this year's race. Guy's choice, Rockaway Inlet brought the Gold Cup Races to New York for the first time in its history. Musically, Guy's Waldorf-Astoria and Hotel Roosevelt engagements (he's played 17 consecutive years at the latter spot), his Decca disks of which "The Echo Said No" and "Don't Tell Me" are the latest, and his radio work for the U. S. Army via Mutual coast to coast, keep him right up there among the all-time, all-band faves.

# Hollyw'd Labor Probe To Touch Stage, Air, Pix

HOLLYWOOD, Aug. 2.—Hearings on Hollywood's labor headaches, skedded to start in Los Angeles Monday (4), will last at least two weeks, during which time more than 75 witnesses will testify before a subcommittee of the House Labor Committee. Chairman Fred A. Hartley will arrive on the Coast Monday (4) in time to open the investigation. Rep. Carroll Kearns, chairman of the subcommittee, and Counsel Irving McCann will be in direct charge of the hearings.

Hearings are expected to encompass *Hollyw'd Labor* on page 22

# Year's Showbiz Taxes Up 221G in Australia

SYDNEY, Aug. 2.—Taxes on showbiz in Australia for the year ended June 30 jumped \$221,000, to \$16,700,000. The taxes, levied on all forms of amusement for which admission is charged, includes sports, races, pix and legit. Break-up of the figures will be unavailable until the treasurer makes his report to Parliament several months hence.

The tax increase makes it appear showbiz is holding its own instead of experiencing the big slump predicted by pessimists when the war ended and American troops departed.

# AGVA Stops Celeb Nights At Chelsea Hotel, A. C.

NEW YORK, Aug. 2.—The American Guild of Variety Artists (AGVA) has clamped down on the Chelsea Hotel, Atlantic City, for the old celebrity night gimmick. On July 13 AGVA stopped Marion Colby, Jerry Cooper and Dean Martin and several others from going on. On July 20 AGVA reps again were at the spot to see that the celebs, who were there, didn't go on.

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# Creed-Color Co-Op

OKLAHOMA CITY, Aug. 2.—A new series of programs emphasizing practical steps taken to improve racial relations in the South was bowed over WKY here. Shows, stressing "creed-color co-operation," are handled by Kenneth Johnson, Negro student-veteran from Langston University. Johnson broadcasts factual material on positive steps taken to improve race relations, based on items in Southern and Southwestern newspapers.

# Opera Moguls Wait Union's Reply to Bid

NEW YORK, Aug. 2.—Further negotiations between the League of Grand Opera Producers and the American Guild of Musical Artists (AGMA), await the decision of AGMA's board. The League, in a three-hour meeting July 23, presented its ideas on a new agreement, and the AGMA negotiating committee took them under consideration. The League is awaiting AGMA's reply.

Among the revisions in the old agreement which the League is asking are the following: (1) That the impresario be permitted to decide the number of people in his chorus and select them himself (in the last agreement, which ended June 30, AGMA provided the chorus and decided on the number of people in it); (2) that the limitation on use of foreign artists be eased. In the new agreement proposed by AGMA, the union wanted to limit the use of foreign artists to one a performance; (3) that the system of payment thru the union be altered (the League doesn't object to the union's handling the payment, but complains that incidents have arisen over deductions of back dues, etc.); (4) that wages in certain categories be reduced—the union asked a 10-20 per cent increase.

The League's negotiating committee is composed of Edward Snowden, Fortune Gallo and Felix Salmaggi. AGMA is represented by Hyman Fain, exec-secretary; his assistant, Belmont Kindler, and the union's lawyer.

# Saratoga Top Spots Post 28G With AGVA

NEW YORK, Aug. 2.—Practically all the top Saratoga spots have put up cash bonds with American Guild of Variety Artists, the total amounting to about \$28,000.

Arrowhead Inn deposited \$11,000, Delmonico's put up \$7,500 and Piping Rock came thru with \$9,000. The only beef came from Piping Rock, which at first refused to put up any dough. Later the spot agreed to advance a week's salary, but finally came thru on AGVA's terms.

# S. F. Bal Tabarin To Reopen

SAN FRANCISCO, Aug. 2.—Bal Tabarin, one of the town's top night spots, will reopen September 4 with Cross and Dunn headlining. Sophie Tucker has been booked for a mid-November opener and Ted Lewis will come in early in January. Club has been closed since February.

# Rank Licensed To Put Tele in Eng. Theaters

LONDON, Aug. 2.—Film tycoon J. Arthur Rank, reported by *The Billboard* several weeks ago to be seeking a permit for video broadcasting, apparently has won his demands. The postmaster general's office here has issued an experimental tele broadcast license to Rank. The permit allows Rank to beam his experimental videocasts to his Dominion Theater and five other theaters in London's West End.

The license also permits Rank to pick up sports events and news programs for large screen projection in the theaters. Studio shows will emanate from the Baird Video Research Laboratory.

# Year's Delay in N. J. Gaming Laws Urged

TRENTON, N. J., Aug. 2.—Gov. Alfred E. Driscoll has asked the State Constitutional Convention, now drafting a new constitution, to sidetrack the proposed changes on gambling for at least a year because a bitter fight on the floor of the Legislature over the issue is considered inevitable and might endanger the main part of the new charter if carried to a referendum next November. The governor asked that the issue be isolated, "so that it may be considered on its merits in another election."

The legislative committee, Wednesday (30), announced that it would recommend that the public vote on two alternatives: (1) To authorize betting at race tracks, as the present law permits, or (2) to authorize the regulation of gambling or games of chance by bona fide religious, educational, charitable, veterans' or fraternal organizations. If the latter won, municipalities would be able to approve or disapprove by local option, but full-scale gambling would still be possible, depending upon how the Legislature regulated games of chance.

Failure of the committee to provide for a third alternative in the vote, no gambling at all, is expected to produce the battle.

The Federation of New Jersey Theaters, in a statement issued this week by George Gold, chairman, voiced its opposition to alternative B "because it would permit almost any group of people to conduct games of chance and would set up unfair competition against theaters. If the committee should decide to keep alternative B, we ask for the inclusion of theaters so that they may, when necessary, run bingo games to meet the unfair competition that would result."

# New Fire Hazard Laws Are Urged in Louisiana

NEW ORLEANS, Aug. 2.—Some of the gravest fire hazards in the country are presented by night clubs on the outskirts of municipalities, State Fire Marshal Campbell Palfrey told a meeting of the Louisiana Conference on Life, Safety and Fire Prevention here. Adoption of a model ordinance previously recommended by the group, which would empower sheriffs to enforce safety regulations at all amusement places, was urged on parish (county) police juries.

Seymour Weiss, managing director of the Roosevelt Hotel in New Orleans, declared that there was no such thing as a fireproof hotel or any sort of fireproof building. "That is an insurance term," he said.

# 55th St. Switch

NEW YORK, Aug. 2.—Leon Enken, ex-Leon and Eddie's, was coming out of Billy Reed's Little Club when he was tapped by a panhandler. "Mister," asked the guy, "can you gimme a dime to sober up on?"

# Showbiz Equipment In War Surplus Sales

NEW YORK, Aug. 2.—The War Assets Administration has announced new listings of government surplus sales, active between mid-August and September 2 in the New York-New Jersey region, including such equipment of interest to showbiz ops as refrigeration and air-conditioning units, boat davits, water purification units, Diesel generators, carbon steel and cast iron pipe, fabricated structural steel, wool, cotton twill and airplane cloth, lithographic offset ink, storage batteries, electric meters, rectifiers, wire and cable.

Details are available from WAA customer service centers in Long Island City, Newark, Albany (Watervliet) and Buffalo.

# Heffron Heads Media For Interfaith Group

NEW YORK, Aug. 2.—Edward J. Heffron, long active in the religious radio field and formerly in charge of public relations for the National Association of Broadcasters, has been appointed director of media relations for the National Conference of Christians and Jews. He will be in charge of press, radio, motion pictures and advertising activities.

Heffron managed *The Catholic Hour* for 11 years and *The Hour of Faith*, which he helped establish, for three years. He also helped formulate the Recommendations on Religious Radio which the Conference issued several years ago.

# The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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# NAB'S 10 Kid Commandments

## ABC Wooing CBS' Old Gold And Texaco Segs

NEW YORK, Aug. 2.—In a determined drive to buttress its Wednesday night Bing Crosby-Henry Morgan parlay, American Broadcasting Company (ABC), this week was pitching for two Columbia Broadcasting System (CBS) sponsors, Texas Company (Texaco) and P. Lorillard Tobacco (Old Golds). Texaco's Tony Martin show has been casting about for a spot better than its current 9:30-10 p.m. Sunday slot on CBS. Old Gold, assembling a Don Ameche-Frank Morgan-Frances Langford variety package for the fall, also is reported receptive to making up part of a block with Crosby as the foundation.

Question in the trade this week is, which show will follow Crosby. The Eversharp's contract reportedly calls for Henry Morgan to be back-to-back with Bing; the other prospective sponsors also want to air as close to the Crosby stanza as possible. CBS reportedly was resigned this week to losing Texaco's Martin show.

ABC's sales force has assembled up to 15 different Wednesday night schedules, which it is using as a master plan in pitching at several other prospective bankrollers.

## Fidler's Sponsor Buys Him 2d Sunday Network

NEW YORK, Aug. 2.—Carter Products this week signed to sponsor Hollywood gabber Jimmie Fidler in a new 15-minute show over Mutual Broadcasting System (MBS), beginning September 7. The show, which will be heard at 8:30-8:45 p.m. Sundays over 200 MBS outlets, will be separate from and in addition to Fidler's show for the same sponsor over American Broadcasting Company (ABC). Latter will be heard at 10:30-10:45 p.m. on Sunday nights.

In addition to carrying Fidler on the two webs, Carter now is signing for time on 12 top stations which are affiliates of neither ABC nor MBS. First of these is WLW, Cincinnati. The sponsor has not decided which of the two Fidler shows will go over the additional dozen outlets.

Interesting angle to the Fidler expansion is that he now will "surround" his fellow showbiz reporters, Walter Winchell and Louella Parsons, who air from 9 to 9:30 p.m. Sundays over ABC. Fidler's later broadcast, over ABC, reportedly will correct any Winchell or Parsons items which Fidler thinks inaccurate, or will amplify others which he thinks need expansion.

## Karloff May Blow "Lights" Because It's "Too Bloody"

NEW YORK, Aug. 2.—Boris Karloff this week reportedly notified the Biow Agency that he intends to bow out of his starring role in *Lights Out* as soon as a suitable replacement can be obtained for him.

Reason for Karloff's departure is said to be his dissatisfaction with the scripting, which he claims is too much on the gruesome and frightening side.

*Lights Out* is Eversharp's summer replacement for the Henry Morgan show, aired Wednesdays over American Broadcasting Company (ABC).

## Billy Rose Program Again Being Talked

NEW YORK, Aug. 2.—Billy Rose again reportedly is being considered for a radio show. The story is that he may do a three-a-week five-minute show, akin to his newspaper column.

Columnist recently denied he planned a half hour once-a-week show.

## Code Offered Urges Toning Juvenile Segs

### Crime Taboos Emphasized

WASHINGTON, Aug. 2.—U. S. radio for the first time in its history soon will be asked to apply a "10 commandments" for children's programs. The precepts will be one of the foremost new features of the proposed standards and practices to be submitted to the National Association of Broadcasters' (NAB) Convention by the association's code committee, which as already reported in *The Billboard*, has drafted a code calling for the most rigid toning-down of commercials in NAB's existence.

The 10 commandments on children's programs will be prefaced by a general declaration that the new code itself is being offered to broadcasters on an "advisory" and "suggestive" basis as a means of maintaining general high standards in American radio. The "thou shalt nots" will propose taboos on reference to kidnapers and will frown on objectionable horror programs. One of the major commandments will propose that "criminals" are not "news," and broadcasters will be asked to refrain from referring to criminals as celebrities or in any way suggesting that criminals are heroic. The new canons will follow a general code pattern which also will propose to outlaw "hitchhike" and "cowcatcher" announcements.

Broadcasters also will be urged to guard more alertly than ever before against "suggestive" bits in romantic programs that reach young audiences.

NAB's standards and practice committee has decided to abandon any further pre-convention discussion of the problem of how to enforce the new code. A proposal will be made that a new committee will be created at the convention to study the "enforcement" issue in the future, but the proposed new code will be submitted without any provisions for "sanctions" and without touching upon methods of enforcement other than suggesting a sense of responsibility by the individual broadcasters.

Committee members are convinced that, by thus sidetracking the enforcement angle, the new standards and practices will have a clearer track at the convention.

## KXXL, Never on Air, Selling at 10G Profit

WASHINGTON, Aug. 2.—A \$10,000 profit for an eight-month investment will be realized by a Reno, Nev., broadcaster if the Federal Communications Commission (FCC) approves the application for sale of KXXL submitted this week.

Chet L. Gonce received a construction permit for the Reno outlet last December, and now proposes to sell KXXL, which has yet to go on the air, for \$30,000 to a partnership. In the transfer bid, Gonce lists the construction costs at \$20,597. The reason for selling, Gonce told FCC, is the illness of his son, requiring his full-time attention.

# NBC Cuts Cue Pubserv Push

## Menser Out; Dyke Heads Appointments

### Tele To Get Hypo

NEW YORK, Aug. 2.—In the widest personnel realignment in years, the National Broadcasting Company (NBC) at the conclusion of its regular board meeting Friday (1) announced changes which were interpreted as tightening up the web's programming and public service operation and clearing the way for a big push in television. Parting company with the web are Clarence L. Menser, heretofore vice-president in charge of programs, and A. L. Ashby, vice-president and general counsel. Ashby will continue to serve as an adviser.

Reshuffle calls for three new administrative vice-presidencies, Ken Dyke being appointed to head up program, continuity acceptance and public service; Harry C. Kopf being named head of network sales, national spot sales, owned-and-operated stations and station relations, and John H. MacDonald in charge of finance and budget. Additionally, James J. Gaines becomes director of network-owned stations and continues to head WNBC, New York outlet. George Frey takes over as director of network sales.

## NBC Reshuffle

NEW YORK, Aug. 2.—Here are the brief details as to NBC's administrative shake-up:

Clarence Menser replaced by Ken R. Dyke as program veepee.

A. L. Ashby, general counsel, retired. Henry Ladner named acting general counsel.

I. E. (Chick) Showerman, upped to administrative veepee in charge of central division.

John H. MacDonald, formerly veepee in charge of finance, named administrative veepee heading treasurer, comptroller, general service and guest relations departments.

Jim Gaines upped to owned-and-operated stations, in addition to managing WNBC, New York.

Harry Kopf given additional sales responsibilities as an administrative veepee, heading national network, national spot sales and station relations departments.

George Frey, formerly Eastern sales manager, now director of network sales.

### More Pubserv

With Dykes taking over programming, execs within the web expect far more concentration on public service, one network spokesman admitting that NBC had lagged behind the Columbia Broadcasting System in this respect.

NBC believes its new set-up paves the way for better network-agency relations, the belief being that Dykes will prove handier than his predecessor in working out problems with advertisers and agencies. Menser's tangle with Fred Allen is known to

## Heidt Program Is Still Pending

NEW YORK, Aug. 2.—Deal whereby band leader Horace Heidt would return to network radio via a talent search program is still definitely "under consideration" by Philip Morris, according to Milton Biow, agency exec. At this point, however, it appears that no deal can be consummated quickly, inasmuch as Heidt has been asked to cut an audition record.

Show was first mentioned as being slated for a time slot over the National Broadcasting Company (NBC), but this prospect faded with NBC deciding to give the Milton Berle show a reprieve. If and when deal is concluded, show is likely to go to the Columbia Broadcasting System, replacing the cigarette sponsor's *It Pays To Be Ignorant*.

have made not only Allen unhappy, but also J. Walter Thompson—not to mention NBC's embarrassment.

The NBC realignment also augurs an intensive drive to push television, with the reported possibility that John F. Royal, top tele exec, would retire in the near future. Noran Kersta, manager of WNBT, web's New York tele outfit, is believed in line to go up.

### Tele Green-Light

Frank Mullen, web's executive vice-president, in answer to a query yesterday, said: "It is the intention of NBC to go full steam ahead on the development of television, from the station and network standpoint. Sets (See *NBC Cuts Cue* on page 17)

# FMA TEEING OFF VS. NAB?

## FM Going In For Expansion As Trade Org

### Standards Code Coming Up

WASHINGTON, Aug. 2.—FM Association (FMA), at its September 12-13 convention in New York will survey the possibility of drafting a code of fair practices for FM broadcasting—a step which would be considered a major factor in the blossoming of FMA as a first-rank trade organization. FMA's preparations to tackle this problem come at a time when the National Association of Broadcasters (NAB) is making gestures toward expanding its own FM functions, and observers here are detecting a growing competitive spirit between the two organizations.

The first national convention of FMA is expected to gain its chief significance from a discussion as to which direction FMA will take—to continue its major function as the promotion of FM broadcasting, or to move into the broader operations of a top-flight trade group. Word here is that FMA membership is likely to be strongly in favor of expanding the group's activities. This would mean the creation of special standing committees covering every phase of FM operation, including a committee to draft an FM code of standards.

### Undercurrent of Rivalry

Inescapable amid the growth of FMA is an undercurrent of rivalry between FMA and NAB. Some FMA officials are known to resent rumors being circulated in radio circles that FMA might be absorbed by NAB. The younger group is seen determined to continue as a separate entity, with talk at present mainly in the direction of broadened activity. This conclusion appears to be borne out by an example of FMA muscle-flexing in a recent letter to Federal Communications Commission (FCC). FMA's letter objected to FCC's use of the term "standard" in referring to AM

## Continental FM Network Plans Nationwide Operation Via Radio Relays and Expanded Cable Lines

WASHINGTON, Aug. 2.—Continental Network, FM's sole major web, is about to expand to nationwide operation thru a unique series of radio relays in combination with expanded cable lines. This confirms a story in *The Billboard* of April 19. The FM network, which already feeds 20 stations in the East and which originates here is putting finishing touches on plans for shipping packaged programs to strategically located FM stations in all parts of the nation for relay by FM radio to associate stations.

The unprecedented nationwide FM radio relay, combined with direct cable connections in the East, is being hailed in high FM circles here as the first major challenge to American Telephone & Telegraph Company which, it is explained, has failed to meet Continental's request for cable adequate to carry FM programs at highest fidelity. At the same time, the move is viewed as certain to give FM programming a "shot in the arm" almost as strong as the potent influence expected to be derived when the

stations. FMA requested FCC to differentiate between the two media by the designations "AM" and "FM."

Another indication of FMA's determination to champion the cause of FM as a separate entity developed last week in the wake of conferences of network executives with FMA and with NAB's employer-employee relations committee. A press release issued by the latter committee at the behest of the webs, originally stated that the webs had agreed to "study" the problem of bringing about duplication of AM music for FM stations. However, J. N. (Bill) Bailey, executive director of FMA, protested vigorously that FMA wanted a more decisive statement than that. The press release was recalled, supplanted later by one which declared flatly that the four webs would seek to arrange duplication of network AM musical programs on FM stations.

four major AM webs start duplicating music for FM.

Hudson Eldridge, business manager of Continental Network and WAS-FM, told *The Billboard* that Continental "has a standing order for 15,000-cycle cable lines from A.T.&T., and due to the inability of A.T.&T. to supply them, a temporary maximum of 8,000-cycle cable lines is being used. "But," added Eldridge, "we have refused to deteriorate FM network to the 4,500 cycle level of AM and its inescapable limitations on quality."

### 40 Stations Ready To Join

It was indicated that more than 40 additional FM stations are ready to affiliate with Continental before the year's end, and queries for information have been pouring into Washington from scores of others. First step in the new radio relay-packaging system, it was pointed out, will be to link Gulf Coast area stations with Continental. According to the plan, FM programs originating in Washington will be shipped to key stations in the gulf area for direct FM relay to associates there. The transcriptions will be shipped on to stations on the Pacific Coast for similar usage. At the same time, Continental will continue to pipe its programs to all stations connected by cable.

The net is operating with unsponsored programs in an avowed effort to promote FM. A key to its expansion, it was disclosed, is to encourage regional FM networks to organize with assurance that Continental programs will be made immediately available to them. Regional FM webs are starting to multiply, it was pointed out. They range in size from two-station combinations, such as KOZY in Kansas City, Mo., and WIBW-FM in Topeka, to multi-station set-ups such as Empire State Network in New York State.

Even before the radio relay set-up gets into full swing, Continental is expected to extend its cable lines, which now terminate in Buffalo-Niagara, to Chicago. With little more than three months' experience, officials of the web here pronounced the results as "highly satisfactory and promising."

## 'Charlie Chan' Set By Pharmaco as Third Mutual Seg

NEW YORK, Aug. 2.—Pharmaco has bought *Charlie Chan* as the third show of its three-decker on Mutual. The program will plug Chooz, with a Feenamint hitchhike. Ed Begly, the original air Chan, reportedly will play the Chinese detective, and Leon Janney will be his No. 1 boy.

Chan will bow August 11 at 8:30-9 p.m. as a sustainer and go commercial September 29. It goes into the time slot originally earmarked for *Crime Club*, which was turned down by Pharmaco after the deal reportedly was set.

Pharmaco's other two shows, *Jim Backus* and *Song of Stranger*, also will get sustaining warm-ups before going commercial. *Backus* preems tomorrow at 9:30 p.m. and goes commercial around the first of September. *Stranger*, a three-a-weeker (Monday, Wednesday and Friday) at

## AFM O.K. on FM Duplicash Due Any Day

### May Mark FM's Go-Ahead

WASHINGTON, Aug. 2.—Amid apparent preparations by President James C. Petrillo, of the American Federation of Musicians (AFM), to lift the ban in re duplication of network musical programs on AM and FM, high FM officials here are jubilantly forecasting that FM is about to begin "the battle of the age" for commercial recognition against AM. The declaration by Petrillo in Chicago Thursday (31) that he would agree to consider ending the publication ban less than 48 hours after J. N. (Bill) Bailey, executive director of FM Association (FMA) had sent a blistering letter to each of the four major networks challenging them to reach an agreement with Petrillo on the issue. Petrillo's promise of accord on the issue followed a session with representatives of the four networks Thursday in Chicago.

### FMA Biggies Optimistic

FMA bigwigs here are optimisticly predicting that Petrillo's final go-ahead on the AM-FM duplication will come within a fortnight, and one spokesman declared that "it is now only a matter of just how rapidly the adjustment can be made without upsetting existing schedules." The move is expected to be the biggest boon to FM since its start, inasmuch as FM stations that pick up the duplicate programs will be able to give listeners the popular web programs in addition to broadcasting the higher-fidelity FM live programs. This chance to develop a "listening habit" on FM by means of AM programs of proven popularity is described by FM bigwigs here as "exactly what the doctor ordered."

Rep. Carrol D. Kearns, chairman of a House labor subcommittee on AFM activities, is being credited with having accomplished the spadework for Petrillo's latest declaration, while FMA itself is being heavily credited for what one official described as forcing the major AM webs to a showdown on the issue.

## BMB Sets Pattern For Interim Study

NEW YORK, Aug. 2.—Technical committee of Broadcast Measurement Bureau (BMB) virtually decided this week to pattern its interim study—to be made before the 1948 nationwide study—after the first BMB survey, made last year. However, the interim study will not be nationwide, but will cover those areas in which, because of technical changes, stations have asked for additional BMB research to bring data up to date.

Research org now is completing plans for the interim investigation and hopes to have details set for the September 15 broadcasters' convention in Atlantic City.

5:30 p.m., will preem Monday (4) and go commercial September 8. Both shows will sell Feenamint with a Chooz hitchhike.

## STATION AND PROMOTION MANAGERS

HAVE YOU SUBMITTED YOUR ENTRY PLEDGE AND PRESENTATION FOR

## THE BILLBOARD 10TH ANNUAL RADIO PROMOTION COMPETITION AND EXHIBIT

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## REMEMBER . . .

Awards will be made on the content of your presentation . . . not on its physical appearance. So rush yours in time for the

FINAL DEADLINE, AUGUST 27TH

# U. S. FENDS OFF KC. RAID

## FCC To Bar Upheaval in Int. Channels

### Status Quo for AM Set-Up

WASHINGTON, Aug. 2. — The Federal Communications Commission (FCC), which will have top influence in the United States delegation at next year's North American Regional Broadcast Agreement (NARBA) conference, is determined to block any major proposal that might upset the existing AM commercial broadcast channels in the U. S., it has been learned. FCC bigwigs are agreed on a policy to protect the status quo of the U. S. commercial AM set-up and thereby guarantee to American broadcasters that they will not be caught in any threat of a major upheaval of international communications.

Altho the policy has not been divulged officially and probably will escape official promulgation, it has already passed its first serious test at the International Telecommunications Conference (ITC) at Atlantic City, where America's delegation, headed by FCC Chairman Charles Denny, has halted a move by other powers to lower the commercial AM broadcast limit from the present 550 kc. to 500 kc.

#### Denny Prevails

It has been reported authoritatively that some of the State Department representatives on the U. S. delegation were willing to go along on drastically lowering the limit, but Denny and his FCC aids prevailed against the suggestion. The 540-kc. limit which was finally agreed upon at the ITC will have virtually no effect on the AM commercial set-up in the U. S. since Canada will be guaranteed protection from interference on its powerful Station CKB at Watrous, Sask., which operates at 540 kc. In any event, the ITC recommendation will be going thru diplomatic channels for almost the next two years before it can possibly become operative.

Well-informed observers who have been attending the ITC sessions are attaching the highest significance to the stand of the U. S. delegation against maneuvers that might have caused a major shift in the present U. S. allocations. These observers explain that it is now more than ever apparent that FCC's engineering plans do not contemplate any juxtaposition of present operating channels. The only possibility which can

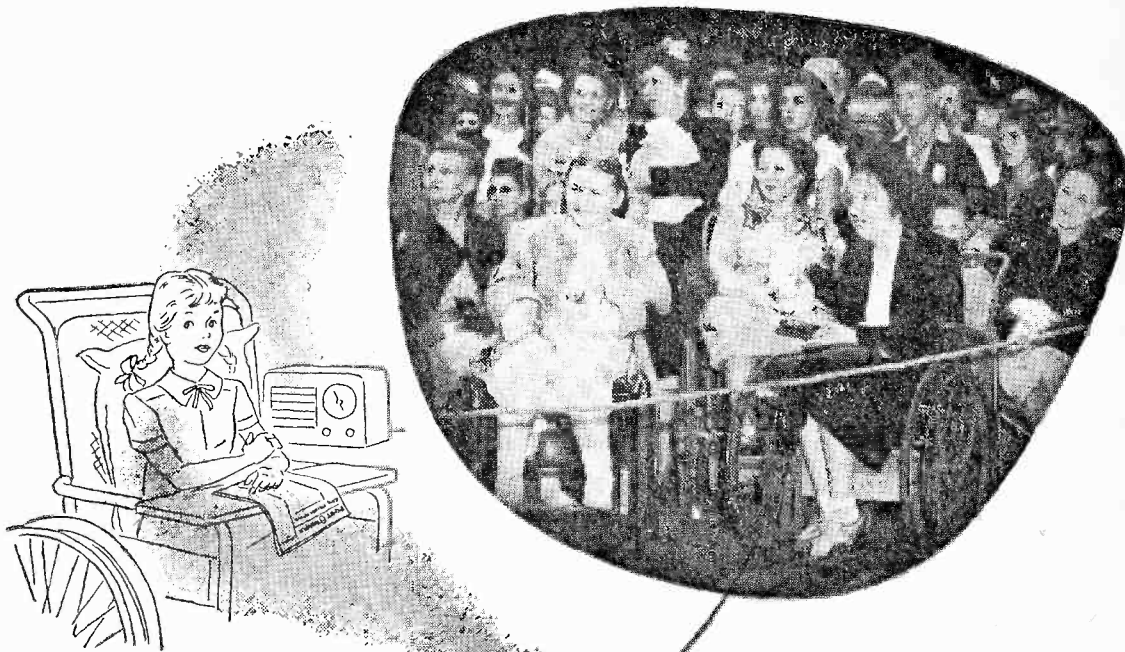
now be foreseen is a further reduction in the number of clear-channel stations so as to make room for a scattering of new smaller stations, but even this is not expected to be developed on a noticeable scale.

#### Results Negligible

It is generally agreed that the Atlantic City conference so far has ac-

complished little of major importance. In fact, one State Department official who has been watching some of the sessions points out that the importance of the conference "lies in what it has failed to do," and the refusal of the conference to recommend any serious widening of the AM segment of the spectrum is being in-

terpreted as "an accomplishment in itself, so far as U. S. broadcasters are concerned." Already having lapsed weeks beyond its originally scheduled wind-up date, the conference is due to end its present phase in two weeks, when it will be followed by the official opening of the Plenipotentiary Conference.



we packed a picnic for 3,000 Mailbaggers



ROSEMARY DAVIS  
Postmistress of the WLW Mailbag Club

The WLW Mailbag Club held its annual picnic in Cincinnati on July 19.

That in itself is not unusual. The picnics have been held every year, except during the war, since 1933. Neither is it unusual that six states were represented by the nearly 3,000 members in attendance. Nor that many drove all night to be on hand . . . that entire chapters arrived by chartered bus. It happens every year.

What is unusual is the very nature of the club itself. Since its establishment by WLW in 1928, the membership has grown to more than 10,000—with members in 43 states, Canada, England, Holland, Belgium, Sweden, Australia, New Zealand and India. Nearly one-third of the members are shut-ins and physically handicapped persons. The rest are persons who, like WLW, are interested in actively helping these shut-ins—to lend

encouragement, create new interests, make new friends . . . anything to combat what otherwise might be a very dreary, neglected existence.

For its own part, WLW provides the Postmistress and two fulltime assistants, broadcasts a weekly Mailbag Club program, publishes a monthly Club newspaper, and has established a Craft Shop through which many members have become self-supporting by the sale of their handiwork.

To the best of our knowledge, this is the only club of its kind in existence with scores of chapters actively organized for the sole purpose of bringing sunshine and cheer into the lives of the less fortunate . . . which aids materially in the maintenance and livelihood of other unfortunates.

The history of the WLW Mailbag Club and its activities is truly heartwarming and real . . . a humanitarian project which The Nation's Station is indeed proud to have established and encouraged.

## Keesley Lams MBS Program Sales Job

NEW YORK, Aug. 2.—Nick Keesley, who had headed commercial programs sales for Mutual (MBS) for about a year, resigned that spot this week. Vamping became effective yesterday. Keesley will vacation before tackling a new chore. He's already received bids both from ad agencies and talent peddlers.

Keesley went to Mutual from the Columbia program department. Prior to that he was with N. W. Ayer.



CROSLEY BROADCASTING CORPORATION

# PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers inter-

ested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

## Networks

### NAT'L BROADCASTING CO.

**Story for Tonight**  
10-10:30 p.m., Sundays  
Rep.: NBC Program Sales

"Story for Tonight" presents Nelson Olmsted, America's master storyteller, in unique combination of narration, orchestra and sound effects. Olmsted chooses from the world's best short stories those that can most effectively be presented by a storyteller rather than through dramatization with a cast of actors. Specially composed musical scores and sound effects are skillfully integrated into the narration. Olmsted's technique is a definite contribution to the cry for something new in radio.

## Radio Stations

### Maryland

**WFBR, Baltimore**  
**CHILDREN'S THEATER**  
10-10:15 a.m., Saturday  
(Also Transcribed for Syndication)  
Rep.: John Blair & Co.

The "Children's Theater" represents top juvenile dramatic effort and is a program of special interest to youngsters and parents. Program consists of original dramatizations and adaptations from Children's stories and fairy tales. Entire cast of talented boys and girls under direction of Eleanor Bowling Kane. The "Children's Theater" is transcribed with "open ends" for your commercial message. Here is an approach that leads straight into heart of the home.

### Massachusetts

**WSPR, Springfield**  
**Sports Highlights**  
6:15-6:30 p.m. EDT—5 times weekly  
Rep.: Geo. P. Hollingbery Co.

Sports news is no exception to the general rules covering all news—especially on the radio. National and international results are the same, wherever they may be broadcast. So—a local sportscast depends on two things: its coverage of purely local and regional sports news; and the personality of its sportscaster. "Sports Highlights" is edited, scripted and broadcast by Bob Jones, the area's leading sports announcer. That's why it's "tops" on countless sports fans' lists.

### Michigan

**WJR, Detroit**  
**Meet the Missus**  
Daily, 10-10:15 a.m.  
Rep.: Edu. Petry & Co., Inc.

A fast-moving woman's club program produced at club meetings and broadcast by transcription. Loaded with laughs, gags and facts. Eight to ten women on every program. Excellent as public relations for sponsor. Used frequently by church groups for raising money. Sponsored until just recently. Now available 5, 3 or 2 a week. Excellent time—excellent audience—on Michigan's Greatest Advertising Medium.

### New York

**WCBS, New York**  
**Key Station of the CBS**  
**Margaret Arlen**  
8:30-9 a.m., Monday thru Saturday

New York's highest-rated woman commentator, Margaret Arlen has achieved record-breaking results both audience and sales-wise. Though especially designed for housewife listening, wide variety of topics discussed makes program appealing to everyone. Each day a notable person, outstanding in his or her vocation, is interviewed by Miss Arlen. Billboard calls her "No. 1 among Metropolitan girls who talk for a living on the air." Program accommodates 6 participating sponsors per broadcast. Call WCBS, or nearest Radio Sales Offices.

### Washington, D. C.

**WRC**  
**David Brinkley News**  
Mon. thru Sat., 12:05-12:15 p.m.  
Rep.: NBC Spot Sales

David Brinkley's presentation of news and comment about local Washington is just different enough to make him one of the most popular figures in Capitol City radio. Brinkley leaves the high-powered international affairs to the other commentators, and concentrates on local topics that interest the "little man" around town. His recent Hoopers show his popularity. Ask NBC Spot Sales for full information about David Brinkley. You'll do well with audience Brinkley commands.

## Transcribed Services

**BEULAH KARNEY, INC.**  
228 N. La Salle St., Chicago 1, Ill.,  
or 444 University Av., Toronto, Can.

**Meal of the Day**  
5-minute open end, 5 times wkly.  
A ten-year tested program used locally and nationally by big name advertisers. Five minutes, five times a week. Written and narrated by Beulah Karney. 160 shows ready for local or regional sponsorship. More in production. Tailored especially for grocers, dairies, appliance dealers, flour mills, utility companies and household products. Merchandising plan. Send for free audition platters and availabilities.

**HOPKINS SYNDICATE, INC.**  
11 S. LaSalle St., Chicago 3, Ill.  
Dr. George W. Crane, M.D., Ph.D.

Here's a series of Nielsen Reports to remember when you need a result-getting program. No. 1, 71,000 families; No. 2, 90,000, 27% gain; No. 3, 151,000, 67% gain; No. 4, 180,000, 18% over No. 3, 154% over No. 1! That's Dr. George W. Crane's audience building record on WGN and there's every indication of equal progress wherever else this noted physician-psychologist is being heard. Ideal for wide variety of sponsors. Over 200 15-min. open end programs now ready; more in preparation. Contact John R. Kneebone, Andover 2833, for sample.

**HARRY S. GOODMAN**  
19 E. 53d St., N.Y. 22, N.Y.  
**Your Gospel Singer**

Edward MacHugh, Your Gospel Singer, now available to local and regional sponsors. 420 fifteen-minute transcribed programs consisting of hymns known and loved by young and old. Featuring Edward MacHugh, who is said to have the most perfect diction of any singer without sacrificing warmth of expression. His many years on the networks have created a loyal ready-made audience. Newspaper mats, glossy prints, press releases, etc., are available for publicity purposes. Write, wire or phone for availabilities and audition disk.

**KASPER-GORDON, Inc.**  
140 Boylston St., Boston 16, Mass.  
**The Family Album**

Brand new musical series starring Gene Jones (heard coast-to-coast on CBS), "The Girl Friends" (heard over NBC) with arranger Don Hicks at piano, Hal Freede at Hammond. 78 ¼-hour shows, with appeal for all markets, all listeners. Gene Jones pages through a "family album" to associate pictures with tune. Production is tops, both ends open for commercial with middle commercial if desired over a musical background. Now sponsored by jewelers, drug companies, office equipment, and others. Natural for photographic supply stores or photography studios, or anybody wanting network type program at low cost. Wire for samples, rates.

**TRANSCRIBED RADIO SHOWS**  
2 West 47 St., New York 19, N. Y.  
**Salute to Song**

A 15 minute transcribed program—music millions love. A special feature on each program (the dramatization of a story which inspired a never-to-be-forgotten song.) Starring: two well known vocalists plus two outstanding commentators, plus a famous orchestra; a program to charm every member of the family, listeners will salute "Salute to Song". 52 programs produced—audition pressings available. Priced to fit your budget.

**CAPITOL TRANSCRIPTIONS**  
Sunset & Vine, Hollywood 28  
**The Jan Garber Show**  
¼ hour, five times weekly

Jan Garber, the idol of the airlines, gives you the original Garber style for which he became famous. It's that gorgeous Garber instrumentalizing, with his unique arrangements and delightful selection of numbers. Opening and closing themes are provided; also piano interludes and voice tracks by Jan Garber to "personalize" the program. This is a show that the entire family will enjoy . . . that will surely pay off in listeners. Available now. Write Capitol.

**FREDERIC W. ZIV CO.**  
1529 Madison Rd., Cin. 6, O.  
**The Wayne King Show**

A brilliant half-hour show transcribed and available for local and regional sponsors starring the incomparable waltz king, his famous arrangements, his golden saxophone, the voices of Nancy Evans and Larry Douglas and narrated by Franklyn MacCormack. Earning top-the-competition ratings in city after city: Detroit 20.1, Youngstown 19.0, Cincinnati 16.9, and Columbus 13.3 A tremendous audience is waiting to hear Wayne King on the air. Fifty-two half hours available. Write for availabilities.

## 'My Man Godfrey' — Our Boy Reggy

NEW YORK, Aug. 2.—The Mutual Broadcasting System (MBS) is mulling a new live half-hour show, *My Man Godfrey*, to star Reginald Gardner. The one-time film hit story has been brought up to date in a new script by David Victor and Herbert Little.

Walter Lurie, director of Mutual's new program department, has gone to the West Coast to set up the A. & S. Lyons package for audition.

## Bill Chalmers Joins Kenyon & Eckhardt To Handle Promotion

NEW YORK, Aug. 2.—Kenyon & Eckhardt, agency on the Ford radio account, has added Bill Chalmers to the staff to handle an intensive promotion campaign ballyhooing the *Ford Theater* and *Ford Showroom*. Chalmers, who formerly was assistant manager of Richard Hudnut, will do station and dealer promotion, tie-ins, etc. Angles developed by the agency's radio publicity department will be funneled thru him for execution.

Chalmers' post at K & E is assistant to Dwight Miller, exec vice-president.

## Thompson Out, Hill New WEXL Manager

DETROIT, Aug. 3. — Calvert Hill, former auditor for WEXL, suburban station in Royal Oak, has been named station manager, succeeding Ellis C. Thompson, who resigned after 15 years in the post.

Thompson and Harold I. Tanner, formerly sales manager of WEXL, together with John A. Ross, Detroit industrialist, have applied for an FM Class B permit in the Detroit territory, under the name of Lincoln Broadcasting Company.

## Elgin Compacts Offer Phil Baker Share in Profits

NEW YORK, Aug. 2. — Elgin-American, Chicago compact manufacturer, this week made an unusual bid for the new Phil Baker quiz show, to be called *What Do You Know?* The firm offered Baker a flat guarantee plus a profit-sharing deal in which he would receive a percentage of the sales increase after the program started.

Baker has not yet made his decision on the offer. The show is packaged by A. & S. Lyons. Elgin-American was reported interested in *Leave It to the Girls*.

## 'News' Radio Page Attracts Adv'g

NEW YORK, Aug. 2.—Newspaper reader interest in radio columns has risen so sharply in recent months that *The New York Daily News* last week boosted its advertising rate by 10 per cent for space on Ben Gross's radio interview page. The feature runs Sundays only.

Rush by advertisers to get on the

## Illinois State Fair Gets 3 Net Airshows

CHICAGO, Aug. 2.—Following the trend of having network shows originate more and more at State fairs, a trend first pointed out by *The Billboard*, three major net programs will originate at the Illinois State Fair, Springfield, for a week starting August 11.

The three shows are MBS's *Queen for a Day*, ABC's *Ladies, Be Seated* and CBS's *Hint Hunt*. In addition WLS, local farm station, and other local stations will air plenty of shows from the fair.

Monday thru Friday, starting August 11, broadcasting from the fair will start with WLS's *Dinner Bell* program, 12 noon. At 12:30 p.m. *Queen for a Day* will be aired, with *Ladies, Be Seated* and *Hint Hunt* following.

WLS execs estimate that their fair schedule this year will be heavier than it has ever been in the past. The station will program from the Illinois, Indiana and Wisconsin fairs. It is estimated that it will send 218 acts and executives on 252,000 miles of traveling to entertain about 400,000 people before the middle of October.

radio page, the newspapers said, has not been confined to radio advertisers, but all sorts of general ads as well have been asking for spots on the page.

**42 OF THE TOP 45 HOOPER-RATED PROGRAMS\***  
IN WORCESTER ARE ON  
**WTAG**  
WORCESTER  
\* Ratings from Oct. '46 to March '47

# FC&B To Decide on Paar

## Aug. 29; CBS Time Problem

HOLLYWOOD, Aug. 2.—Decisions on the fate of Foote, Cone & Belding's summer replacements and setting up of fall plans by the agency await the arrival in New York August 9 of Fairfax Cone, chairman of the agency's executive committee. One of the knottiest problems facing the conclave that will follow Cone's New York junket will be what to do with the Jack Paar show, currently substituting for Jack Benny's American Tobacco Company show.

The agency has until August 29 to decide whether to exercise its option on Paar. Should they sign to keep Paar on the air, the comic will get a six-year contract. Meanwhile, the agency is beset with problems about the show's present as well as its future. With Paar's entire staff of writers quitting as of tomorrow's (3) show, the question of suitable scripting reinforcements is causing furrowed brows at the agency, which was taken by surprise by the mass exodus of Paar's team of four scripters. Should the show, under new writers, fail to measure up, FC&B may be forced to find a replacement for the Benny replacement.

Looking ahead to a satisfactory solution of the scripting, however, an agency spokesman this week said that the sponsor and agency both were still unsatisfied with efforts to locate a suitable fall spot for Paar on Columbia Broadcasting System (CBS). Removal of American Tobacco's *Your Hit Parade* from CBS to National Broadcasting Company (NBC) has left Luckies with no time on CBS, and the sponsor would like to acquire a top time period for Paar on that web.

However, despite the fact that CBS is anxious to grab off some of the juicy American Tobacco billings, reports are that they have offered the sponsor only hitherto unsalable slots on Tuesday night, opposite the powerful NBC line-up of *Fibber McGee*, Bob Hope and Red Skelton. Luckies definitely has nixed this, and, since it is unlikely to air the Paar opus over Mutual Broadcasting System (MBS) or American Broadcasting Company (ABC), it may yet seek an NBC seg for the show.

HOLLYWOOD, Aug. 2.—The Jack Paar summer replacement show for Jack Benny was technically without

a writing staff at week's end following a feud between comic Paar and his writers which was climaxed when the scripters gave their notice. Gag braintrust, which included Larry Marx, Larry Gelbard, Sid Dorfman and Artie Stander, quit as of Sunday's show (3), refusing to work on the writing with Paar. Altho no contracts had been pacted, a deal for a new writing staff was nearing completion, with Mac Benoff, Jack Douglas and Hal Cantor definitely set to take over.

It's understood a squabble had been brewing for weeks because of Paar's insistence that he work on the scripts with the writing staff. Showdown came when Paar called in Milt Josefsberg, one of Jack Benny's regular writers, to doctor what Paar believed to be a weak show. Under the deal set with Foote, Cone & Belding and American Tobacco Company, Amusement Enterprises, Inc. (Jack Benny's new firm which controls the Paar package), was committed to give stand-by assistance to the Paar show.

New writing team includes Seaman Jacobs, who is retained from the old set-up to handle the show's opening monolog.

### NBC Is Considering 'Steve Canyon' Strip

NEW YORK, Aug. 2. — National Broadcasting Company (NBC), which for some time has been concentrating on developing Saturday morning as a high-powered kid program period via such shows as *Frank Merriwell*, is now considering a new one, *Steve Canyon*, for a Saturday ayem slot.

*Canyon*, a live half-hour based on the King Features comic strip, is packaged by A. & S. Unusual angle about *Canyon* is the steep figure, \$800 a show, which Milton Caniff, who owns and draws the comic strip, is asking for radio rights. By contrast, *The New York Daily News*, which has some of its comic strips in the radio market, is asking only \$500 a show.

# New State Law Shrouds Kid Air Bookings in Red Tape

NEW YORK, Aug. 2.—An amendment of the New York State law on employment of kids for professional appearances, requiring radio performers under 16 to obtain permits for such work beginning September 1, threatens to complicate the net and local station casting problem and will give the parents of radio moppets considerable paper work. Under the new provision, passed at the last session of the State Legislature, written application for a permit will have to be made to a licensing authority at least 72 hours before a radio performance and to the Society for the Prevention of Cruelty to Children (SPCC), or some other child protective organization, at least 48 hours prior to the air show.

Reps of the nets and local stations met here this week with John F. Smithers, general manager of the SPCC, which will pass on applications in this city, and Arthur Walker, chief clerk of the mayor's office, which will issue the permits, to obtain clarification of the amendment.

From the web and station standpoint, the new regulation is not considered disastrous inasmuch as the parents of the moppets will have to get the work permits and there are a number of performers around over 16 who can play kid parts.

**Time Element Troublesome**  
Nevertheless the time limitation on making application for a permit, plus the fact that a moppet who has a running part on a show might some time be unable to get such a certificate have the webs worried. Under the time regulation, for instance, it would apparently be impossible for a casting director to hire a kid at last minute's notice.

From the moppet standpoint, the situation is even more complex. Some kids have as many as 15 shows a week for different employers. It has not yet been determined whether a child radio performer will be able to obtain a blanket permit for a week, as is done in legit, or whether it will be necessary to make application for each show.

KLAC's

UP

hooper

UP

rating

UP

goes...

More people listen to KLAC than any other independent station in Los Angeles.\*

KLAC (featuring Al Jarvis and his Make-Believe Ballroom) continues to lead the morning field.\*

\*CE Hooper total-rated-period share of audience survey, May-June 1947.

National Representative: ADAM J. YOUNG, Jr., Inc.  
New York & Chicago

# RECORD FALL BIZ FOR INDIES

## Profit, Price Situations Favor Radio

### Sales Reps Optimistic

NEW YORK, Aug. 2.—Sales representatives of independent stations in New York, basing their reactions on inquiries now being received from advertising agencies, predict record fall business for local stations, both here and thruout the country. Sales executives believe that non-network business for 1947 will, as a consequence, far exceed that of any preceding year.

Station officials point to two reasons for their optimism as to the fall. They are:

High corporate profits—the highest in the nation's history; and extremely competitive price situations, with growing consumer resistance.

### Prices, Profits Aid Radio

The price situation, it is claimed, will rebound to radio's benefit regardless of whether prices remain at their present high levels or are reduced. The reason is that, in either event, the competitive selling situation will still obtain and thus spot campaigns will be required to bolster network programs, as well as offsetting buyer resistance.

The high profit situation also favors radio, sales executives state, even though the tax structure has been changed since war levies sent so much "tax money" into advertising channels. Thus, in the President's latest economic report to Congress, it was pointed out that corporation profits are running five billions ahead of last year and seven billions over 1943, which was the peak war year. A percentage of those profits is bound to go into advertising. This is also one reason why, station execs believe, inquiries as to time availabilities, especially for spots, are exceptionally high at the present time.

## Dick-Shunned

NEW YORK, Aug. 2.—One afternoon this week the phone rang in the office of Elsie Dick, Mutual's director of women's and religious activities. Miss Dick picked up the receiver and said, "Hello." The answer was unintelligible.

Several times she asked who was calling and said she was unable to make out the reply, despite the fact that the connection was okay. Finally, she managed to learn who her caller was. He represented the School of Good Speech.

We don't believe it either.

## ABC Mulls Abbott-Costello Co-Oper

NEW YORK, Aug. 2.—Fate of the Abbott and Costello show will be decided early next week when officials of the co-operative sales department of American Broadcasting Company (ABC), meet to settle whether to air the comics' co-op. Trade reports indicate that ABC affiliates have responded favorably to inquiry by the web concerning their sentiments.

Should ABC accept the program for co-op sale, another meeting, probably later in the week, will settle day and time of the broadcasts.

Tentative schedule is for Wednesday or Thursday night, between 8 and 10 p.m.

## Aussie Union Edict Hits E.T. Repeats

SYDNEY, Aug. 2.—Several radio programs here have been canceled in the past week, as some sponsors have refused to knuckle down to a musicians' union edict forbidding sponsors' use of recordings for repeat broadcasts. Among the sponsors risking loss of audience prestige by dropping shows featuring musicians was Penfold's which had been bankrolling the *Musical Comedy Theater*.

Situation threatens to embroil legit

## Vet Would Use G.I. Loan for New Station

WASHINGTON, Aug. 2.—The policy of the Federal Communications Commission (FCC) in encouraging war veterans to go into radio is beginning to bear fruit, a *Billboard* spot check of recent applications discloses. Vets' bids for new stations are now running about 25 per cent of all applications. Among bids received this week was one from Robert P. LaFollette for a 500-watter in Dunkirk, N. Y., and another from Byron Samuel, Frederick Kirske and Edward Margolis for purchase of KXXL, Reno, Nev.

The LaFollette bid is especially interesting, an FCC spokesman said, since the applicant, a former air force captain, is only 27 years old and proposes to defray part of the station's cost thru a G. I. loan. Remainder of the estimated cost of \$23,450 would be financed from the applicant's personal property and insurance.

The spokesman said LaFollette proposed to devote 50 per cent of air time to live talent—almost unprecedented among small independent stations. LaFollette also wants to run such public service as health, farm, veterans, women's clubs and religious broadcasts.

The proposed purchasers of KXXL are older men, but all three put in at least three years of war service. Only Samuel has had any radio experience, two years of writing and producing programs.

actors as well, with Actors' Equity members rumored ready to line up in defense of their fellow hambones. Equity Secretary Hal Alexander refused to confirm or deny such a move, should an early settlement not be reached. Struggle now is at a complete impasse, with both sides refusing to budge from current positions.

## Are YOU Sturdy? Bold? Provocative?

NEW YORK, Aug. 2.—Ahoy, Happy Gagwriters! The National Laugh Week Foundation is now accepting applications for the Gagwriters Institute, free school for new, young humorists, which reopens in September. According to the Foundation, "applicants must be bold, provocative, enterprising, sturdy, daring, fearless, confident, hardy, determined, willing, relentless, persistent, sound, creative, ingenious and possess a sense of humor." Age limit is 35 and applicants should send scripts (no more than five pages) to George Lewis at the Foundation.

The first Institute was attended by 60 students and graduated 10 gagwriters who are now working on radio shows.

## Chi RWG Gets Free Hand in NBC Fight

CHICAGO, Aug. 2.—The Midwest regional council of the Radio Writers' Guild this week voted to authorize its members in the NBC newsroom here "to take whatever action may be necessary" in the dispute which has arisen between the Guild and NBC. Altho this means that the Guild has given its members right to strike, no strike has been called yet, nor does one seem likely at this time.

One reason for at least a temporary stalemate in the conflict over wages, in which the Guild is demanding a 20 per cent increase and NBC is offering 15 per cent, is the fact that the U. S. Conciliation Service has stepped into the dispute and meetings of the Guild and NBC representatives with Conciliation Commissioner Tom Cleland are set to take place.

## WNYC in Ring Again For Time Extension

NEW YORK, Aug. 2.—WNYC, city-owned station, again is readying for its periodical battle with the Federal Communications Commission (FCC), to get an extension on its temporary permission to close down at 11 p.m. The station's license calls for shutdown off-the-air, but during the war the outlet received permission to program later as an emergency measure.

This permission has been renewed regularly, but the station reportedly had some trouble getting the last renewal, despite the fact that no complaints on its operation had been made. This time WNYC will try to get a permanent time extension. Station shares its wave length with WCCO, Minneapolis.

# Hambone Heaven Is Here Again

## Webs Exhume Old Amateur Talent Hunts

### Six Now in the Works

NEW YORK, Aug. 2.—Success of the CBS-built *Arthur Godfrey's Talent Scouts* has started the most marked program trend of the season—with a total of six "talent search" programs either on the webs or in the works. The Columbia Lipton's Tea program is now matched by the Eddie Bowling seg, *The Big Break*, bankrolled by Adam Hats over the National Broadcasting Company (NBC). Additionally, Horace Heidt this week

## Mascot

NEW YORK, Aug. 2.—Looks like radio's man of the week currently is Peter Van Steeden, the orchestra leader. Pete is now doing three shows and the July 30 Hooperatings, just issued, show that each of his programs is in the top 10. Stanzas are *Mr. District Attorney*, *Break the Bank* and the Bob Hawk show.

The sorta guy the Dodgers could use for the rest of the season.

was close to a deal with Philip Morris for another talent search program. Two others cooking are a CBS-built package, tentatively titled *This Is Show Business*, and an opus in which Whitehall Pharmacal Company is interested. And just to add the fin- (See WEBS EXHUME on page 13)

## Olsen Exits 'Ladies' To Produce in N. Y.

CHICAGO, Aug. 2.—Johnny Olsen, for the past three years emcee on the American Broadcasting Company's *Ladies Be Seated* program (2 to 2:30 p.m., CDT, Monday thru Friday), will no longer be on the show as soon as a replacement for him can be found, it was announced this week by Feature Productions, Inc., package company producing the Chicago-originated show. Olsen has asked to be released from the program in order to produce his own shows in New York.

Chuck Acree, head of Feature, and other execs of the firm Friday (1) auditioned various night club comedians to replace Olsen, but as yet have not picked a successor.

*Ladies Be Seated* will continue to be aired from Chicago, but Olsen undoubtedly will air his *Rumpus Room* program from New York and is reported to have a couple of sponsors interested in bankrolling the program.

Heard by most...

Preferred by most





# PROMOTION CONTEST GETS HOT

## Hatters' Union Offers Stations Cuffo E. T. Promotional Series

NEW YORK, Aug. 2. — An unusual series of radio programs is being offered cuffo to stations throught the country by the United Hatters, Cap and Millinery Workers' international union (UHCMW), with 75 stations already having accepted the series and another 75 or 100 expected to do so. Program consists of four nine-minute dramatizations. While part of a larger campaign by the union is to sell the union label to consumers, the hat workers' air series has three objectives. They are: (1) To focus attention generally on American-made hats. (2) To supplement advertising campaigns conducted by hat manufacturers themselves, the theory being that the union can reach possible hat buyers (especially other union members) that the industry itself cannot.

(3) To sell the buyers on the idea of buying union-made hats by looking for the union labels.

This is believed to be the first air series backed by a union with the element of friendly relations with employers so marked a factor. Four shows cost the union about \$2,000 to produce, scripts being written by Nate Zarkin and music handled by Hank Sylvern. This figure does not include the cost of pressings, made by Sound Studios, Washington.

## Ted Lewis Package Sold to Van Merritt

CHICAGO, Aug. 2.—The Ted Lewis half-hour transcribed program, recently packaged by the local Chartoc-Coleman Transcription Company, this week was sold to the Van Merritt Brewing Company, thru the Goodkind, Joice & Morgan Agency, for airing on top stations in the country's eight leading markets. Show will be aired in New York, Chicago, Los Angeles, Pittsburgh, San Francisco, Cleveland, Philadelphia and Boston on Class A time. Harlow Roberts, head of radio for GJ&M, stated that stations to air the show had not been picked yet.

According to Roberts, this is Van Merritt's first use of radio as a major medium in its advertising plans. He also stated there is the possibility it would expand its use of radio and air the Lewis program in other markets.

The Lewis program, which is directed by Sherman Marks and written by Marks and Shep Chartoc, uses an augmented orchestra, vocalist Geraldine DuBois and a guest star policy.

## Boing!

NEW YORK, Aug. 2.—Biggest jackpot in radio—the sum of \$7,440 won on Bristol-Myers' *Break the Bank* last night over the American Broadcasting Company—got that show terrific nationwide publicity. In addition to the wonderful hunk of moola, circumstances surrounding the winning contestants, Mr. and Mrs. Albert M. Fowler, made the yarn even better. A 70-year-old couple who teach school at Paterson, N. J., the Fowlers were celebrating their 41st wedding anniversary on the night of the program.

The question had to do with accomplishments of people older than 75. Show is sponsored by Bristol-Myers thru Doherty, Clifford & Shenfield.

## N. Y. State Network Of Indie Stations Gordon Brown Aim

NEW YORK, Aug. 2.—Possibility of a state network which would link independent stations is being explored by Gordon P. Brown, owner-operator of WSAY, Rochester, a Mutual outlet. Brown, in a letter to New York stations, revealed that there is under consideration the installation of a radio line between Upstate New York and New York City and the organization of stations which would feed the line into a web to be called the Federal Broadcasting System, Inc.

Federal would offer the station 5 per cent for feeding such programs to the network which the sponsor desires originate at the station and which are broadcast by the line over the New York station. In addition, outlets would receive compensation from sponsors for time and stations would get credit lines for their shows over the air.

The plan is to have outlets in all major Upstate markets as well as New York.

## Preps Field Work For 2d Public Poll

WASHINGTON, Aug. 2. — Field work for the second public opinion study of radio, to be conducted by the National Opinion Research Center of the University of Denver, will be conducted in November of this year.

Subcommittee of the National Association of Broadcasters' research committee, which met in New York recently, has requested Dr. Paul Lazarsfeld, of Columbia University, to receive the results of the study and provide an interpretation. Results of the study are not expected to be available until early in 1948.

## New Promotion Spot For David Frederick

NEW YORK, Aug. 2.—Realignment of duties within the Columbia Broadcasting System's (CBS) promotion department has David Frederick, the department's director, off general promotion. Instead, on assignment from Frank Stanton, the web's president, Frederick will work on specific promotion chores in what appears to be a trouble shooting job.

General department functions will be handled by Bill Golden, assistant CBS promotion director.

PORTLAND, Ore., Aug. 2. — Charles L. Burrow, formerly assistant publisher of *The Oregon Voter*, has been appointed promotion manager of KEX here, succeeding Doug Billmeyer. Latter resigned to take a post with KOMO, Seattle.

## NBC, CBS and Mutual Already Set To Enter BB's Tenth Annual Competition

### Addition of FM and Video Categories Expands Interest

NEW YORK, Aug. 2.—Altho it was announced only two weeks ago, *The Billboard's* Tenth Annual Radio Promotion Competition is attracting wider attention and keener competition than any of its nine predecessors. In two weeks which have elapsed since this publication announced that entries are now being accepted, over 125 stations have either submitted entries or have pledged to do so. Three of the four major networks, National, Columbia and Mutual, already have signified their intentions of entering the competition, in one or more of its categories. In addition, NBC and CBS have advised *The Billboard* that they also will participate in the television competition. DuMont, too, will participate in the video division. This year, for the first time in the decade of its existence, the promotion survey is being opened both to television and



Mrs. E. B. Myers  
General Foods



J. M. Allen  
Bristol-Myers



John Gilman  
Lever Bros.



Wm. Ramsey  
Procter & Gamble

the judges had not been received by press time.

### Details of Competition

Here are the details in the Tenth Annual Promotion Competition:

The competition is open to all networks and stations. AM, FM and/or television, U. S. or Canadian.

Entries must be received by *The Billboard*, 1564 Broadway, New York City, New York 19, no later than August 27.



J. W. Maurer  
Wildroot



Frank Kemp  
Compton

Entries received after that date will not be considered.

The competition is divided into the following categories for both stations and networks: Over-all promotion, that is for the 1946-47 radio season; single campaign promotion (an individual program, call letter change, etc.); public service promotion.

Network competition will be divided into national and regional classifications. Stations will be divided into network and non-network groups and each of these



Linnea Nelson  
J. Walter Thompson



C. MacCracken  
D. C. & S.

groups will be divided into clear channel, regional and local categories.

Entries may be in any form, any shape, any size, but the judging factor will be (See Promotion Contest on page 17)

FM. Another new category opened this year is for stations going on the air since January 1, 1947.

### FM and TV Added

Thus, by the addition of the FM and TV categories, plus the new station division, the Tenth Annual Radio Promotion will offer a complete picture of broadcasting's promotion for the past 1946-47 season. More than that, the competition affords broadcasters of all fields the rare opportu-



A. S. Demplewoltz  
Celanese Corp.



George Potter  
Prudential Life

nity of presenting in one compact unit their promotion story to advertisers and advertising agency executives. The judges who will select the winners in this year's survey represent the top time buyers in all of radio. The names of all the judges appear further below in this story; photographs of some are included on this page. Unfortunately, photos of all



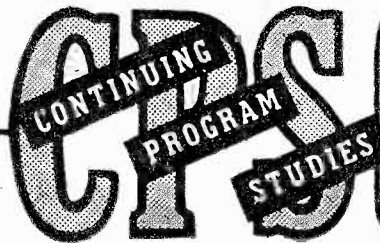
Walter Craig  
Benton & Bowles



R. E. Healy  
Colgate

Part I

The Billboard



### NIGHTTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 evening shows and first three Sunday afternoon shows in July 30 Hooper report.



Rank	Program, Sponsor, Agency, Net & Sta.	Hooper-ating	Previous Rating and Rank	Opposition	Talent Cost	Cost per Point	Cost per 1,000 Urban Listeners
1	BOB HAWK (Sub. Col. Stoopnagle) R. J. Reynolds Camels, Geo. Washington Smoking Tobacco Esty, CBS 155	CH-10.2	7.9-10	NSP-ABC NSP-MBS NSP-NBC	\$ 4,000	\$ 392.16	\$ .48
2	TAKE IT OR LEAVE IT Eversharp Blow, CBS 163	9.8	10.1-3	NSP-ABC NSP-MBS NSP-NBC	\$ 4,500	\$ 459.18	\$ .50
3	MR. DISTRICT ATTORNEY Bristol-Myers Vitalls, Sal Hepatica D.C.&S., NBC 133	9.1	10.1-3	NSP-ABC Ford Showroom-Meredith Willson-CBS NSP-MBS	\$ 6,800	\$ 747.25	\$ .92
4	BREAK THE BANK Bristol-Myers Mum, Vitalls D.C.&S., ABC 183	8.3	*	Arthur's Place-CBS Gabriel Heatter-MBS Real Stories-Real Life-LN-MBS NSP-NBC	\$ 4,500	\$ 185.94	\$ .93
5	CAN YOU TOP THIS? Colgate-Palmolive-Peet Palmolive Brushless & Lather Shave Cream Ted Bates, NBC 141	8.1	8.3-6	Murder & Mr. Malone-ABC Vaughn Monroe-CBS NSP-MBS	\$ 5,000	\$ 617.28	\$ .74
6	AMERICAN ALBUM FAMILIAR MUSIC Staying Drug Bayer Aspirin D.F.S., NBC 141	8.0	*	Jimmie Fidler-ABC Tony Martin-CBS NSP-MBS	\$ 4,500	\$ 592.50	\$ .66
6	DR. I. Q. Mars, Inc. Candy Grant Adv., NBC 128	8.0	8.2-7	NSP-ABC NSP-CBS NSP-MBS	\$ 5,500	\$ 687.50	\$ .83
7	CRIME DOCTOR Philip Morris Philid Morris Cigarettes, Revelation Tobacco Blow, CBS 146	7.9	10.7-2	NSP-ABC NSP-MBS NSP-NBC	\$ 3,500	\$ 443.04	\$ .46
8	THREE VIEWS OF THE NEWS *** Andrew Jergens Jergens Lotion Robert Orr, ABC 215	7.8	12.0-1	Meet Corliss Archer-CBS Exploring the Unknown-MBS Man. Merry-Go-Round-NBC	\$ 2,500	\$ 320.51	—
9	YOUR HIT PARADE American Tobacco Lucky Strike Cigarettes F.C.&B., NBC 160	7.7	7.8-11	NSP-ABC NSP-CBS NSP-MBS	\$10,000	\$1,298.70	\$1.39
9	CRIME PHOTOGRAPHER Anchor-Hocking Glass Anchor Glass Fire King Oven Glass Products Weintraub, CBS 145	7.7	*	NSP-ABC NSP-MBS Sealtest Village Store-NBC	\$ 2,000	\$ 259.74	\$ .32
10	MANHATTAN MERRY-GO-ROUND Sterling Drug Dr. Lyon's Tooth Powder D.F.S., NBC 141	7.1	*	Three Views of the News-ABC New Louella Parsons' Show-ABC Meet Corliss Archer-CBS Exploring the Unknown-MBS	\$ 4,000	\$ 563.38	\$ .65
11	SUSPENSE Roma Wine Roma Wines Blow, CBS 82	7.0	*	Lum & Abner-ABC Monitor Views the News-ABC NSP-MBS NSP-NBC	\$ 6,000	\$ 857.14	—
11	SAM SPADE Wildroot B.B.D.&O., CBS 156	7.0	*	NSP-ABC NSP-MBS Alec Templeton Show-NBC	\$ 5,000	\$ 714.29	\$ .77
12	PHILIP MARLOWE Pepsodent Div. Lever Bros. Co. Various Products F.C.&B., NBC 128	7.0	8.0-8	NSP-ABC NSP-CBS NSP-MBS	\$ 5,500	\$ 785.71	\$1.01

TOP THREE SUNDAY AFTERNOON PROGRAMS

1	TRUE DETECTIVE MYSTERIES Williamson Candy O'Henry Candy Bars Aubrey, Moore & Wallace, MBS 394	5.4	5.3-3	NSP-ABC Summer Electric Hour-CBS NSP-NBC	\$ 2,000	\$ 370.37	\$ .47
2	CARMEN CAVALLARO Sheaffer Pen R.M.S., NBC 148	5.2	5.4-2	Lassie-ABC NSP-CBS NSP-MBS	\$ 3,500	\$ 673.08	\$ .79
3	ABBOTT MYSTERIES Helbros Watch Weintraub, MBS 360	4.9	*	Counterspy-ABC Jean Sablon-CBS NSP-NBC	\$ 2,000	\$ 408.16	—

Average audience rating is 4.8, as against 4.9 last report, 5.2 a year ago. Average evening sets-in-use reported are 18.0, as against 17.3 last report, 17.8 a year ago. Average available homes is 70.5, as against 67.4 last report, 71.7 a year ago. Number of sponsored hours is 49 3/4 as compared with 54 1/4 last report, 53 1/2 a year ago.

\* Not in top 15 or top 3 in previous report. CH—Computed Hooperating LN—Limited Network \*\*\* Includes first and second broadcasts. Program is replacing Walter Winchell, previous rating listed is that of Winchell.

L. & M.—Lennen & Mitchell, F., C. & B.—Foote, Cone & Belding, Y. & R.—Young & Rubicam, W. & L.—Newell & Legler, W. & C.—Williams & Cleary, L. W. R.—L. W. Ramsey, J. W. T.—J. Walter Thompson, McK. & A.—McKee & Albright, R. & R.—Ruthrauf & Ryan, D. C. & S.—Doherty, Clifford & Shenfield, S. & S.—Schwimmer & Scott, R. W. & C.—Roche, Williams & Cleary, A. M. & W.—Audrey, Moore & Wallace, W. H. W.—William H. Weintraub, McC.E.—McCann-Erickson, P. & R.—Pedlar & Ryan, D. F. S.—Dancer-Fitzgerald-Sample, N. L. & B.—Needham, Lewis & Brorby, R. M. S.—Russel M. Seeds, B. & B.—Benton & Bowles.

## Latest Top 15 Lists Many Newcomers

### Only One Summer Show

NEW YORK, Aug. 2. — Top 15 programs in the latest Hooperatings (July 30) include a slew of shows which normally never make that high grade. Moreover, only one summer replacement program has hit the list of leaders, this being *Three Views of the News*, pinch-hitting for Walter Winchell for the month of August. Actually, this isn't a full-time summer replacement.

Heading the list is Bob Hawk's show, with Col. Stoopnagle (F. Chase Taylor) subbing. Rating is 10.2—a low figure for the No. 1 slot even in summer. Talent Cost Index (TCI) as the chart on this page shows, is 48 cents per 1,000 urban listeners. *Take It or Leave It*, which shifts from Columbia to National Sunday (3), is second with 9.8 and a TCI of 50 cents. Third is the hardy perennial, *Mr. D. A.*, scoring a 9.1 and a 92-cent TCI, much higher than this show usually gets.

*Break the Bank*, with terrific publicity accruing because of its record \$7,000 jackpot, rates fourth, at 8.3 and 68 cents. All other programs which follow, *Can You Top This?* (fifth), *American Album* (sixth), *Dr. I. Q.* (seventh) and *Crime Doctor* (eighth), are year-round programs. This means that summer replacements are compiling an unusually poor record this season.

Complete list, with individual talent cost figures, is in the adjacent column.

## 'Mr. Keen' Returns To CBS August 28

NEW YORK, Aug. 2. — Anacin brings back *Mr. Keen* August 28 over an expanded Columbia Broadcasting System network. Show, which used to hold the Thursday 7:30-8 p.m. time slot, will be aired Thursdays at 8:30-55 p.m., with a repeat at 11:30-55 p.m. This will be the first time *Keen* has had a repeat.

The show, which celebrates its ninth year October 9, will plug Kolyonos.

Dancer-Fitzgerald-Sample is the agency.

## Warren Kelly Upped To WJR Disk Jock

DETROIT, Aug. 2. — Warren Kelly, announcer at WJR here has been upped to disk jockey, filling the spots formerly handled by Russ Mulholland, who is leaving the station.

Mulholland is reported moving to WXYZ.

## RCA Net Profit Up 50 Per Cent In First Half

NEW YORK, Aug. 2. — Earnings statement of Radio Corporation of America and subsidiaries indicates total gross income from all sources amounted to \$154,333,872 in the first half of 1947, compared with \$101,310,085 in the same period in 1946. This is an increase of \$52,023,787.

Net income, after all charges and taxes, was \$8,825,912 for the first six months of 1947, compared with \$5,666,299 in 1946, an increase of \$3,159,613.

After payment of preferred dividends, earnings were equal to 52.2 cents a share on the common stock, compared with 29.5 cents in the first half of 1946.

## Gobel Set for Comic Role in Net Program

CHICAGO, Aug. 2.—Georgia Gobel, young nitery comedian who has come up fast since being discharged from the army about two years ago, is slated to be featured, starting next fall, in a network show to be built around him by Feature Productions, Inc., Chuck Acree, of that firm, said this week.

Acree also stated that the program would be Chicago-originated. He claims that his plan is to use on it as supporting talent some of what he calls the "top Chicago radio talent that is going to waste." Program will be a half-hour, once-a-week airtel.

## WIKY, 250 Watter In Evansville Debut

EVANSVILLE, Ind., Aug. 2.—WIKY, 250-watt daytime station, debuts here Monday (4), with John A. Engelbrecht as president and general manager. Personnel includes Arthur Zinkin Jr., program director; John C. Munger, news editor; Marvin Bates, sportscaster; Kenneth McCutchan and Bob Plane, announcers; George Stoltz and Bob Ligon, chief and assistant engineers; Mildred Karch, continuity, and Bill Sisk, Jack Adams and Kenneth Boltinghouse, sales.

Sharing ownership with Engelbrecht are L. D. Groves and George Stoltz, Evansville business men.

## Y&R Takes Option On Stang Package

NEW YORK, Aug. 2.—Young & Rubicam have taken a first refusal option on *Eager Beaver*, new comedy package starring Arnold Stang. Show is being aired as a one-time shot on *Silver Theater* Sunday (10), this being a Y. & R. program.

Show is written by Charles Gussman. Stang owns the *Beaver* package.

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Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30" x 40" \$3.85 EA.
Fan Mail Photos	20" x 30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

**CopyArt** 165 West 46th St. Photographers Bryant 9-1723 N.Y.

**WE DELIVER WHAT WE ADVERTISE**

# Webs Exhume Old Amateur Talent Hunts

## Six Now in the Works

(Continued from page 10)  
ishing touch, Mutual Broadcasting System (MBS) has been toying with a hambone opus, the web having had an option on the Major Bowes package.

Program-wise execs point out that the sudden emergence of web programs built around the theme of giving new talent a break is indicative of one chief point namely: The cycle of cheap program format has been completed and has now reverted to the *Major Bowes Amateurs* program days. Whether the performers are amateurs makes little difference—for the Major used plenty of so-called “new” talent rather than strictly amateur hambones. Bowes program was essentially a cheap show when it started and the package price was jacked to above \$20,000 only after the Major consistently showed that he could grab a high rating.

### Quizzes Also Cheapies

Next type of outstanding cheap show to hit the webs was the quiz program, one of the earliest examples being *Professor Quiz*, about 1936. This format still has not run its course, and it has had an interesting development in that some quizzes also became high-priced properties. *Information Please*, for instance, is now being peddled for \$12,500, with no takers reported since Parker Pen dropped the brainbuster.

Outstanding cheap program type following the quiz was the whodunit, which has flooded some of the webs to such an extent that it has brought down the wrath of pressure groups, parent-teachers societies, etc.

But these program types had one common element—reasonably cheap production costs for the rating delivered. The return to the Bowes formula seems to go along with this tradition, for *Talent Scouts* is estimated as costing \$6,200 and *The Big Break* about \$4,500.

New talent search program being built by CBS has Irving Mansfield as producer. Mansfield, who built *Talent Scouts*, has been dickering with Clifton Fadiman to take over the emcee or host role on the tentatively titled *This Is Show Business*. The deal was reported close to a settlement this week. Fadiman's contract with Dan Golenpaul, owner of *Information Please*, permits Fadiman to do an additional, non-conflicting program. Meanwhile, latest reports on *Info* is that the show may go co-op.

The Horace Heidt program, if an when set, would involve a theater tour, with winning new talent getting theater appearances and other breaks. Not known at this point where it would be slotted, first reports being that the Biow Company, agency for Philip Morris, would use it to replace *It Pays to Be Ignorant* on CBS. Another version had the seg possibly going to NBC, but with NBC not too anxious because it wanted the slot for a comedy show.

The show in which the Whitehall Company is interested would use name film people as “patrons,” with lesser pix talent being brought on the air to perform.

There was a sixth “talent search” program being bruited earlier this year. This would have had Coca-Cola sponsoring a variety of hambones introduced by showman Billy Rose. Coca-Cola subsequently spotted other business over CBS the web reportedly being not too anxious for the Rose opus in view of fact that *Talent Scouts* was already on the air.

Part II

The Billboard



## URBAN Circulation Index

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



# Benny, Hope Lead Urban Male Tastes

## Top 15 Follow General Lines

New York, Aug. 2.—The male listener to evening radio shows adheres rather closely to the general listener taste, according to analysis of the Urban Circulation Index, based on the June 30 evening Hooperatings. This fact gains interest from the knowledge that male listeners' tastes in daytime shows vary considerably from the norm (*The Billboard*, August 2).

The two top shows, both rating-wise and in total number of male listeners, were Jack Benny and Bob Hope, in that order. The rest of the top 15 Hooperated shows were somewhat reshuffled in order on the total male listener list, but the variation was never very great (see accompanying charts). Greatest jump was registered by Walter Winchell, who was ninth in Hooperatings, but fifth in total male listenership. Next widest differences in the two lists were the standings of Edgar Bergen and Red Skelton, who were third and sixth, respectively, in total urban male listeners,

FIRST 15 MEN AUDIENCE, BASED ON JUNE 30 EVENING PROGRAM HOOPERATINGS

Program	Hooperating	Men Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	No. of Urban Men Listeners* **
JACK BENNY (A)	19.5*	1.08	21.1	3,084,211
BOB HOPE (B)	19.1	0.87	16.6	2,433,539
EDGAR BERGEN (A)	18.5	1.00	16.5	2,416,405
AMOS 'N' ANDY (A)	18.2	0.84	15.3	2,238,909
WALTER WINCHELL	14.0*	1.04	14.8	2,132,294
RED SKELTON (B)	18.4**	0.76	14.0	2,047,940
SCREEN GUILD PLAYERS	18.0	0.79	12.6	1,851,113
RADIO THEATER	16.7	0.74	12.4	1,809,814
MR. DISTRICT ATTORNEY	14.2	0.83	11.8	1,726,045
BING CROSBY	13.6	0.86	11.7	1,712,865
FRED ALLEN	12.1	0.96	11.6	1,701,149
FIBBER MCGEE AND MOLLY	13.6	0.83	11.3	1,653,114
YOUR HIT PARADE	12.0	0.91	10.9	1,599,221
DUFFY'S TAVERN	12.4	0.86	10.7	1,581,730
TAKE IT OR LEAVE IT	10.3	0.98	10.1	1,478,254

(A) Based on program Hooperating in May 30 report.  
(B) Based on program Hooperating in June 15 report.  
\* Includes second broadcast on Pacific Coast.  
\*\* Excludes Eastern time zone cities.  
\*\*\* Based on figure of 14,644,878.

just the reverse of their positions in the Hooperatings.

### Marked Similarities

Similarities between the two lists were quite marked. *Amos 'n' Andy* wound up in fourth place both in Hooperatings and total urban male listenership. *Screen Guild Players* was seventh in both categories. Bing Crosby, 10th in Hooperatings, was tied for the same position in masculine listenership. *Take It or Leave It* was 15th on both tallies.

Most variable factor was the average number of male listeners per receiver. It was this figure, multiplied by the show's Hooperating, that gave a resultant number

which, used as a percentage, was multiplied by 14,644,878—the total number of radio homes in cities having populations of 25,000 or more. The final figure that resulted was the total number of city male listeners per show.

The variation in number of men listeners per radio offered some unique results. *Take It or Leave It*, last among the top 15, both rating-wise and in total male listeners, was fourth in this respect, with 0.98 male listeners per set. Jack Benny led in this category, as in both others. But Bob Hope, second in rating and total men listeners, ranked only seventh in men per sets.

## Gentle, Too Gentle, For Luther Adler

NEW YORK, Aug. 2.—Luther Adler has withdrawn from *Mystery Without Murder* (NBC Saturday night sustainer) after four shows because he feels that the character he was playing (Peter Gentle, violence-hating detective) is not for him. He has been replaced by Karl Swenson, who also plays Lorenzo Jones in the serial of that name.

Adler is seeking a new vehicle about New York life in which he can play a modern Father Knickerbocker. Writer Paul Roberts is preparing a script.

## R&R Still Hot On Lillie Trail

NEW YORK, Aug. 2.—Ruthrauff & Ryan is still angling for Bea Lillie for the Dick Haymes-Autolite show, despite the fact that the English comedienne recently turned down a two-year deal giving her star billing at a reported \$4,000 a week.

Miss Lillie nixed the radio show when the pic she was scheduled to do for Edward Golden on the West Coast was postponed. If the pic comes thru, R&R apparently believes she may be interested in the radio show, so is keeping the deal alive.

# 6,000 Hear Boston Symph Test New Phono's Fidelity

LENOX, Mass., Aug. 2.—The Berkshire, a new combination radio, television and phonograph machine, was demonstrated for the first time Tuesday (29) by RCA Victor during a special concert at the Berkshire Music Festival in Tanglewood by the Boston Symphony batoned by Dr. Serge Koussevitzky.

A switch was pulled with split-second timing, during Beethoven's overture to *Egmont*, from the live orchestra to a recording of the work played on the instrument. The audience of 6,000 in the festival's “Shed” was then asked, Which is which?

The presentation was broadcast from coast-to-coast and filmed for a forthcoming pic. It was designed to celebrate 37 years of Victor recording of the Boston Symphony.

With the collaboration of Robert Edmund Jones, the demonstration was directed by Robert Wood, of Theater, Inc.; staged by Richard Rychtarik of the Met and written by Victor's Harold Desfor. Gene Hamilton was the narrator. The presentation was witnessed by 100 music critics, feature writers, stage and radio stars, as well as leaders in the field of merchandising and finance from all over the country.

The instrument will be on display for the rest of the festival at the Lenox Brotherhood Club, Lenox, Mass.

## Alum. Corp. Buys U. of Tenn. Games

KNOXVILLE, Tenn., Aug. 2.—Aluminum Corporation of America will sponsor all 10 broadcasts of the University of Tennessee football games this fall over WNOX, Columbia Broadcasting System outlet here. Lowell Blanchard, who has broadcast four seasons of University of Tennessee games, will do the play-by-play airings.

DO ALL YOUR ACT WITH GLOSSY PHOTOS!

AGENTS, FANS and FRIENDS want your photo! 100-8x10's of same pose \$6.60, no negative charge. Grade AA quality...RUSH SERVICE. Our service is really TOPS! 92% of our customers repeat. Send a good glossy photo or negative and 50% deposit, balance C.O.D.

RUSH YOUR ORDER NOW or send for COMPLETE PRICE LIST, FREE SAMPLES, etc.

250 GLOSSY POST CARDS for \$7.15 NO NEGATIVE CHARGE

MULSON STUDIO BRIDGEPORT 8, CONN.

Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



Arthur Godfrey's Talent Scouts

Reviewed July 28, 1947

Thomas J. Lipton, Inc.  
W. B. Smith, Dir. Adv.

Thru Young & Rubicam, Inc.  
W. E. Anderson, Acct. Exec

Via CBS

Mondays, 8:30-8:55 p.m.

Estimated Talent Cost: \$6,500; producer, Irving Mansfield; director, Jack Carney; music director, Archie Bleyer; announcer, Kenny Lyons.

Average Hooperating for shows of this type (Variety) ..... 4.3  
Current Hooperating of show preceding ("Inner Sanctum") ..... 7.7

Current Hooperating of show following: News (8:55-9 p.m.) ..... 3.0

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Sherlock Holmes" ..... 4.4  
MBS: Sustaining ..... None  
NBC: "Voice of Firestone" ..... 5.7

ABOUT THE ADVERTISER

Liptons Tea, one of the vast Unilever (Lever Bros.) subsidiaries, is a modest advertiser, especially in contrast to its corporate soap manufacturing brethren. Its 1946 radio and magazine expenditures were but \$700,000 each. Lever Bros. itself—which now includes Pepsodent—is one of the first 10 spenders in both media. Earlier this year, Lipton's sponsored "Vox Pop," also over CBS, one of the reasons for "Vox" going off being the question of allegedly excessive commercial time.

Lever Bros. may not sell all the tea in China, but there'll be a lot more of Lipton's passing over the counter because of Arthur Godfrey, self-styled "Mickey Rooney with rheumatism." In this first show switched from Friday to Monday night for his new sponsor, Godfrey delivers a beaut with sock entertainment, variety and comedy that should hike the Hoopers.

Typical of his top showmanship was the way he read one of the commercials, including the punctuation, genially ribbing the writers and the product for hefty laughs. His handling of the talent scouts, who sponsor the performers vying for fame and fortune on the show, was smooth and his ease in drawing them out was admirable.

Godfrey used four artists, each trying for the big break and each introed by a scout. The caliber of the performers was unusually high for the type of program. Only criticism that could be offered is that there were too many singers on the show (3), altho the operatic baritone contrasted with the male and fem pop vocalists. A girl violinist was the fourth contestant.

Dickerson Wins

The winner of each show is decided by the applause which is registered on a meter in a tail-end reprise. In this case it was 19-year-old Charles Dickerson, the operatic baritone who got a three-time guest shot on Godfrey's morning Chesterfield show as an award, as well as \$100 and intros to pro talent scouts. The runners-up each got \$100 and their sponsoring scouts each \$25.

A whistle theme was used at the beginning and end of the show, followed by a singing commercial. The

The Thin Man

Reviewed August 1, 1947

GENERAL FOODS (SANKA DIVISION)  
H. M. Chapin, Sales and Adv. Mgr.

Thru Young & Rubicam, Inc.  
Bernard Pagenstecher, Acct. Exec

Via CBS

Fridays, 8:30-8:55 p.m.

Estimated Talent Cost: \$3,500; producer-director, Himan Brown; writer, Milton Lewis. Cast: Les Damon (Nick Charles), Claudia Morgan (Nora Charles), others.

Average Hooperating for shows of this type (Mystery Drama) ..... 5.2  
Current Hooperating of show preceding (Sustaining) ..... None

Current Hooperating of show following: News (8:55-9 p.m.) ..... 5.0

"Arthur's Place" (9-9:30 p.m.) ..... 2.2

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Your F.B.I." ..... 5.2  
MBS and NBC: Sustaining ..... None

ABOUT THE ADVERTISER

General Foods, consistently one of the top advertisers in radio, ranked third in 1946 among program bankrollers. Company in that year had a radio budget in excess of \$7,500,000—a figure far exceeding the mag budget of approximately \$2,500,000.

The radio budget for Sanka specifically has been considerably hiked in recent years, the company spending about \$425,000 in 1946 as against 250,000 in 1943. Just what General Foods will allocate to Sanka radio-wise in 1947 is not known yet, particularly in view of the company's recent decision to shift products on its various programs.

Thin Man, back following a summer hiatus, debuted with a not too interesting comedy-mystery detailing the story of a bevy of muggs trying to grab the inheritance of a bathing beauty. The beauty was typically short on brains, and this, coupled with a Brooklynesse accent, was designed to give a touch of humor to grim proceedings. However, it just didn't come off, the program failing to develop either a sound comedy touch or good impact in the gore sequences.

Les Damon and Claudia Morgan in the roles of Nick and Nora Charles were supported by weak and poorly drawn characterizations, all adding up to 25 minutes of rather ineffective radio. Producer-Director Hi Brown is an old hand at whodunits and allied program types and he's likely to jack up the show before many weeks go by—but he'll need a better script than the opus Milton Lewis supplied for the debut.

Commercials, plugging Instant Sanka—with 90 per cent of the caffeine taken out—are effective and not too obtrusive.

Paul Ackerman.

pitch for Lipton's was effective, but Godfrey's rib, spotted near the middle of the show, definitely was the high point.

Director Irving Mansfield turned out as slick and even a show as has been heard in many a day.

George Berkowitz.

Review of the 80th Congress

Reviewed July 29, 1947  
(Single Performance)

Sustaining Via CBS

Tuesday, July 29, 10:30-11 p.m.

Supervisor, Wells Church; narrator, John Daly; U. S. legislators participating: Senator Harry P. Cain, Congressman Jacob K. Javits, Congressman Richard M. Nixon. CBS newsmen participating: Bill Shadel, Don Pryor, Winston Burdett.

Current Hooperating for the program (July 29 only) ..... None  
Average Hooperating for shows of this type (Special Event) ..... None  
Current Hooperating of show preceding (Sustaining) ..... None  
Current Hooperating of show following (Sustaining) ..... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: Sustaining ..... None  
MBS: Sustaining ..... None  
NBC: "Evening With Remberg" ..... 6.6

The merits and demerits of the current 80th Congress likely will be discussed far further into the future than those of the average congregation of legislators. Many controversial and basic departures in labor, foreign and tax legislation have gone thru the congressional mill, and observers still are trying to figure out whether the resultant half loaf is better than none, or whether the current residents of Capitol Hill should have stood anywhere but for election. In an effort to disperse some of the fog natural in the habitat of politicians, Columbia Broadcasting System (CBS) offered Tuesday a review of the most significant events of the current session.

The show was divided roughly into three parts. First, four freshman members of Congress were presented in wire-recorded estimates of the problems facing them. These were made last January, when they first took their seats. Then three CBS newsmen reviewed the bills passed by the lawmakers in the field of foreign affairs, taxes and labor. Finally, the same four Congressmen, in person, discussed whether Congress lived up to the problems originally gauged as being most important.

Factual Review

The factual review by CBS newscasters found Bill Shadel handling the tax laws, Don Pryor talking on foreign policy and Winston Burdett dealing with labor legislation. John Daly handled the announcing chores. Shadel's talk highlighted the Republican policy of slashing budgets as much as possible in the House, waiting to see who hollers, restoring what they had to in the Senate. Pryor, describing current U. S. foreign policy, at various times described it as piecemeal, grab-bag, and a patchwork. In the field of labor laws, Burdett labelled the proposal to repeal and overhaul New Deal legislation the most difficult task facing the Congress. The contest, he said, was mainly among Republicans of various shades of conservatism, all of whom kept a wary eye cocked on the 1948 presidential elections.

Of the legislators represented on the show, three were Republicans. These were Senator Harry Cain of Washington, and Representative Jacob K. Javits, of New York, and Richard M. Nixon of California. (See 80th Congress on opposite page)

Checkerboard Jamboree

Reviewed July 31, 1947

RALSTON PURINA COMPANY  
G. V. Getlin, Adv. Mgr., Cereal Dept.

Thru Gardner Advertising Company  
Jerry F. Kircher, Acct. Exec

Via MBS (260 Stations)

M, Tu, W, Th, F, 12-12:15 p.m.

Estimated Talent Cost: \$3,000. Co-producers-writers-directors, Charles and William Brown. Cast: Eddie Arnold, Hal Horton, Willis Brothers and Oklahoma Wranglers.

Current Hooperating for the program:  
M, W, F ..... 2.8  
Tu, Th ..... 1.6  
Average Hooperating for shows of this type (Miscellaneous) ..... 2.7  
Current Hooperating of show preceding (Kate Smith) ..... 2.4  
Current Hooperating of show following (Sustaining) ..... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Welcome Travelers" ..... 2.1  
CBS: "Aunt Jenny" ..... 4.4  
NBC: Sustaining ..... None

ABOUT THE ADVERTISER

The Ralston Purina Company has been placing increasing emphasis upon its radio activity in recent years. Where magazines formerly obtained the vast majority of its advertising budget, since 1945 radio has been its chief medium.

Comparison of Ralston's rise in radio as against magazines is shown from 1943 figure of \$625,000 for magazines to \$87,000 spent in radio. In 1944 Ralston spent \$861,000 in magazines and \$545,000 in radio. But in 1946 magazines got only \$552,000, while radio took \$1,471,000. Company also sponsors "Tom Mix" across the board on Mutual.

Here's a show featuring Western music that even an Eastern city feller can enjoy. Checkerboard Jamboree produced and transcribed in Nashville, is the diverting quar- (See Checkerboard on opposite page)

Listen Carefully

Reviewed July 27, 1947

Sustaining Via MBS

Sunday, 9:30-10 p.m.

Estimated Talent Cost: \$4,000 (as commercial); producer-director, Richard Lewis; writer, Peter Barry; emcee, Jay Jostyn; music composer-director, Emerson Buckley. Cast: Nina Foch (guest star), Leon Janney, Betty Garde, Don McLaughlin and Martha Down. Announcer, Ralph Paul.

Average Hooperating for shows of this type (Audience Participation Quiz) ..... 6.9  
Current Hooperating of show preceding ("Exploring the Unknown") ..... 2.6  
Current Hooperating of show following (Gabriel Heatter) ..... 3.1

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Jimmie Fidler (9:30-9:45 p.m.) ..... 6.2  
Sustaining (9:45-10 p.m.) ..... None  
CBS: Tony Martin ..... 5.5

Listen Carefully is a good commercial possibility, with an audience participation gimmick which is out of the ordinary in that it allows a combination of both participation and whodunit to intrigue listeners. Production of the program heard was satisfactorily taut and a good pace was maintained thruout. What may hinder the program in nabbing a sponsor is a rather high price tag, purportedly \$4,000 weekly. With package prices dropping considerably, that seems a bit out of line.

Gimmick is to do a three-act whodunit and after each act, question (See Listen Carefully on opp. page)

# 5-a-Week Gab Vacancy, NBC

NEW YORK, Aug. 2.—Pure Oil Company, sponsor of H. V. Kaltenborn over the National Broadcasting Company (NBC), is looking for a second commentator to fill out the five-a-week show now that Kaltenborn is scheduled for a three-a-week stint. Kaltenborn used to do five a week, but was finally successful in working out a three-day deal with Pure Oil.

Likelihood is that Pure Oil will select one of the three commentators now filling in for Kaltenborn while the latter is on a six-week tour of the world. These are Clifton Utley, Richard Harkness and Henry Cassidy, all NBC staffers. Leo Burnett is the agency.

# AFRA Suspends 2 Picket Breakers

CINCINNATI, Aug. 2.—American Federation of Radio Artists (AFRA) and the management of WCKY, with headquarters in Hotel Gibson here, are still thus far apart as a result of the series of incidents arising out of the strike of the International Brotherhood of Electrical Workers (IBEW) which began at the station 10 weeks ago. An AFRA exec board member said this week that the union had virtually written WCKY "off its books."

Bill Dawes and Nelson King, who crossed the IBEW picket lines to return to work at WCKY while other AFRA members continued to respect it, recently charged that the IBEW strike was illegal and that AFRA was not justified in supporting it. A five-man AFRA committee, however, reported that it had conclusive evidence that the strike was legal, including a written statement to that effect from the national union authorities.

The AFRA members last week-end passed one motion to suspend Dawes and King at once, and another instructing the AFRA executive board to take immediate action in their case. Under the constitution no hearing can be held for 10 days or more.

In suspending the two men, AFRA officers pointed out, the local confirmed its repudiation of the station's offer to return the AFRA members to work if AFRA granted amnesty to Dawes and King and to Don Peavey, who was hired after the start of the walkout.

# WCKY V.P. Quits; Wilson Takes Over

CINCINNATI, Aug. 2. — Kenneth Church, executive vice-president and general manager of WCKY here, has resigned, effective September 1, to become general manager of WIBC, Indianapolis, succeeding George C. Biggar, who is slated to become manager of WRFD, a new firm station at Worthington, O.

L. B. Wilson, president of WCKY, has announced that he will assume the general managership of WCKY with Church's departure.

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AT 5c EACH**

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### Part IV



## LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



### World Service

Reviewed Via Transcription  
**Sustaining Over KYW, Philadelphia**  
50,000 Watts—NBC Affiliate  
Mondays, 9:30-9:45 a.m.

Producer-directors, Eric Barnouw and Frank Papp; writers, Eric Barnouw, Virginia Wells; music, William Needer. Cast: Eva Le Gallienne, House Jameson, Joseph Julian, Ann Seymour, Susan Douglas, Jack Lloyd, Roger DeKoven, Hester Sondergaard, Peter Capell, Leon Janney.

No Hooperatings available for this or opposition programs.

Preceding KYM program: Ruth Welles  
Following KYW program: "Morning Varieties"

#### COMPETING SHOWS Aired ON OPPOSITION STATIONS

WIP: "Shady Valley Folks," News  
WIBG: Music  
WCAU: "At Home With the Gainays"  
WDAS: News

Not long ago, the American Friends Service Committee (Quakers) announced that it planned to offer a series of six 15-minute dramas on transcription to leading stations in every listening area, without charge. As many as 500 stations will, eventually, broadcast this series, it is hoped. The first major outlet to schedule the series, titled *World Service*, has been KYW, Philadelphia. On July 21 KYW carried *Another Man's Shoes* as its first offering, with additional programs to follow on each of the succeeding five Monday mornings.

With the famed actress, Eva Le Gallienne, serving as narrator and playing a dramatic role, *Another Man's Shoes* proved to be a moving exposition of the dignity of the

stricken Polish people, while illuminating their desperate need of bare living essentials. Based upon reports sent back by Quaker field workers on the spot, this show, like the rest of the series, emphasized in stirring dramatic terms the relief needs of the war-ruined nations.

### Top Cast

A top cast and effective musical background assembled to transcribe this show with Miss Le Gallienne. A sponsor who would hire NBC directors Eric Barnouw and Frank Papp, and the name radio actors and scripters involved, would have to pay enormous talent costs that would make a 15-minute show of this type commercially unprofitable. The Quakers, however, gained the willing assistance of the stellar group and the resultant profit will be derived by the stations using the series, the listeners who will be held by it, and the needy people who may secure material aid from it.

*Another Man's Shoes* told the story of a Polish boy and girl who were lifted up, spiritually as well as physically, by the gifts from Americans of shoes for the boy and a dress for the girl. But it also showed that these people are not beggars, that the gifts must be sent as tokens of friendship, not hand-outs. Other dramas in the series tell stories equally moving, effectively and with restraint. The non-sectarian series contains no direct appeal for funds or advertising. However, on the initial show, KYW followed the transcription with a live appeal for financial aid and clothing. *Sam Chase.*

### Disc Date

Reviewed August 1, 1947

Sustaining on WNYC, New York  
1,000 Watts

Monday thru Friday, 5-6:30 p.m. Saturday, 5-6 p.m.

Jack Lazare, program director and announcer

This is not the first time WNYC, the city-owned station, has tried to lure a piece of the swing audience to its frequency. As an idea, *Disc Date* is a novelty in the outlet's programming and therefore commendable. As a show, however, it comes at a time when the radio audience is being jockeyed to death by all kinds of disk shows, featuring name spinners and guests and all sorts of gimmicks. To be a hit, *Date* would need some twist that would make it stand out—and it hasn't. It adds up simply to a pleasant stanza of pop records, interspersed with short intros by Jack Lazare, who does a good job.

Lazare does not attempt to emulate other jockeys' brisk, slick name-dropping chatter. He sticks to the disk being played. Since WNYC is not commercial, he is confined to plugging such events as the station's coming FM demonstration and city programs such as clean subways. Those who like disks, such as Martha Tilton's *All of Me*, Gene Krupa's *Disk Jockey Jump* and Margaret Whiting's *Friendship* (examples of the records played on the show caught), will find it okay listening. *George Berkowitz.*

### 80TH CONGRESS

(Continued from opposite page)

Fourth member was Rep. John A. Blotnick, Democrat-Farmer Laborite of Minnesota. All are war veterans.

### Record Appraised

Cain in January saw his job as freeing the people from government control; he now thinks Congress has been "conscientious, consistent and competent" and tried to keep its promises. Javits, who thought Congress had a secure peace and jobs as its main tasks, said he now thinks its record neither black nor white, but grey, except in foreign affairs, where he thinks we have done well. Nivon originally stated Congress must offer protection to others besides union leaders, thought that in the Taft-Hartley law it had succeeded. Blotnick last January asked for expanded housing, extension of social security to all workers, tax relief for low income groups, health insurance and discretion in legislation affecting labor. His reaction last week was that Congress had "completely and utterly failed the people" in these regards. He predicted that more such legislation as passed would bring "Hooverism" and another depression.

All things considered, the program was a lively one, with enough divergent viewpoints to rank it considerably above the average documentary in interest and enough novelty in its presentation to make it fresher than the usual forum program. *Sam Chase.*

### CHECKERBOARD

(Continued from opposite page)

ter hour of jocosity and music heard five times weekly over Mutual Broadcasting System (MBS). The accent is on the music, featuring folk singer Eddie Arnold, but one may occasionally catch pappy Hal Horton, in the role of emcee, coming thru with such earthy comments as, "Waal, I sure got my en-joys outa that."

Stanza reviewed spotlighted Arnold's agreeable voice warbling *What Is Life Without Love*, Gene Autry's *Address Unknown*, Roy Rogers' *Down Along the Sleepy Rio Grande* and the hymn, *In the Garden*. Arnold gives his numbers an unusual vocal twist and has a way of sliding up an octave without sounding like an imitation Swiss yodeler.

The accompanying music featured some flashy steel guitar work and vocalizing by the Oklahoma Wranglers and the Willis Brothers. Commercials plugged Shredded Ralston at the show's opening, but switched to a premium offer of a cheese spreader with return of a quarter and a coupon from a box either of Ry-Krisp or any Kraft cheese. This offer was made twice during the course of the show and again at the close. Delivery was straight and offered good contrast from the folksy style of the rest of the program.

### LISTEN CAREFULLY

(Continued from opposite page)

one of the three participants as to details told in that act. Items run to questions as to distances, dates, names, etc., involved in that part of the story told. Even the home listeners, obviously, do not participate, the question gimmick brings them into the show vicariously and definitely acts to stimulate their interest in the program.

### Minor Drawback

Two minor drawbacks are the elimination of home listeners as participants—they might be brought in thru a letter-writing routine—and the fact that three studio participants do not seem quite enough. That's especially noticeable when one participant turns out to be a stifferoo, as happened on the show caught.

Chances are that the requirements of the contest element force a certain amount of contrivance in the scripts, but the yarn of the insane gal killer, played quite well by Nina Foch, wasn't too strained.

Emsee is Jay Jostyn, heretofore identified solely as the austere Mr. District Attorney. He does a first rate job most of the way, showing good timing and sufficient warmth in his dealing with contestants. He tends occasionally to press too hard for an answer.

All in all, *Carefully* should serve well as a somewhat different participation program. *Jerry Franken.*

# TV WAITS CIGGY BIZ RASH

## P.M. & Camels Due To Follow Luckies' Lead

### Others To Fall in Line

NEW YORK, Aug. 2.—A wholesale entry into television by all leading cigarette firms is expected momentarily by leading video executives. First major manufacturer to make the leap was American Tobacco Company, which signed last week to bankroll telecasts of 18 football games in New York and Chicago this fall. Known also to be considering an early jump into the tele arena are Philip Morris, Ltd., and R. J. Reynolds Tobacco Company (Camels). It is considered altogether likely that virtually all other cigarette outfits will ponder use of tele in 1948 when they sit down within the next few weeks to make up their ad budgets for the coming year.

Considerable surprise accompanied the announcement that Luckies were to be the first tobacco outfit to use video commercially. This was due mainly to Luckies' switch from Foote, Cone & Belding (FC&B) Agency, which handles all its radio business, to N. W. Ayer, which will handle American Tobacco's first video shows.

### Gudbrod-McClure Coup

Reasoning behind Luckies' agency switch lies in relative inexperience in video of FC&B execs, who have

### DUMONT HIKES RATE

(Continued from page 3)

charges for its New York TV station, WNBT, this fall.

DuMont boost represents a 267 per cent hike, new hourly tab being \$800 for Class A (7-11 p.m.) time and \$480 per half hour for the same class. Rates for smaller segs are in proportion, with one-minute spots and stations breaks costing \$80 each. In addition, there is a studio show rehearsal charge of \$75 per hour for the first hour and \$37.50 for each half hour or fraction thereafter. DuMont figures this new rate will mean a half-hour studio show, with three hours rehearsal (certainly the minimum), will cost \$700, exclusive of talent costs. This is about on a par with NBC New York video rates.

DuMont has accumulated a collection of success and impact stories to justify its new charges. Outfit feels that the previous rates, established two years ago, were purely experimental and that with a New York TV circulation of 300,000 viewers, or more, it is delivering in accordance with the new fees.

**REAL PROFESSIONAL**  
**8x10 PHOTOS**  
**\$2.95**  
FOR 25  
SEND NEGATIVE  
OR GLOSSY PRINT  
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CASH 50% WITH ORDER BALANCE C.O.D.  
**100 POST CARDS \$2.95**  
**GLOBE PHOTOS**  
P.O. BOX 1242  
BALTIMORE 3, MD.

## Chevrolet - DuMont 'Carnival' Deal Off

NEW YORK, Aug. 2.—Chevrolet division of General Motors, which had been expected to pact this week for DuMont video's new *Carnival* variety series, bowed out suddenly following an executive meeting of the agency, Campbell-Ewald, in Detroit. Reason for the deal cooling off was Chevrolet's feeling that they will be oversold next year without further advertising commitments. In addition, DuMont has pressed for immediate sale of the series, while Ford indicated it would be unable to get up the \$30,000 needed for the 13-week series out of current appropriations.

DuMont pitched the *Carnival* presentation at J. Walter Thompson Agency execs yesterday. Account interested presumably was Ford.

had their hands full keeping up with the needs of their major radio shows. The Ayer agency, on the other hand, has had Dave Gudbrod and Don McClure, two top video men, concentrating on tele only. It was this duo who devised the successful video commercials used by Atlantic Refining on its sports telecasts, and made the successful pitch to Luckies.

As the result of this blow, acting President Jim North, of FC&B, is said to have taken a personal interest in tele and the agency can be expected to make considerable plans for entry into the field very soon. In a compensating move, Luckies has handed a second tele spot campaign, involving use of film, to FC&B. The cigarette firm has thousands of feet of film, previously used in sales promotion, which it has turned over to the agency for cutting and editing into video spots. Ten or 12 one-minute spots are expected to result, featuring such things as tobacco auctioneers at work, and the farm-to-factory movement of tobacco crops.

The Lucky Strike tele spots are expected to be used on every video station in the country. They will probably make their initial appearance in September on an experimental one-a-day basis over WABD, New York.

### Philip Morris By-Play

Philip Morris's television entry also involves considerable behind-the-scenes agency by-play. Youthful Advertising Manager Seymour Ellis, who took over his post early this year, is understood to be hot for use of the mushrooming tele medium, while prime time spots are available and rates are still low. One idea recently presented to Ellis, which he is understood to have okayed, involved use of Philip Morris's living trademark, pageboy Johnny.

Idea is for Philip Morris to sponsor telecasts of boxing bouts, with Johnny serving to introduce the boxers before each bout. Between rounds, he is to jump into the ring, yodel his "call for Philip Morris," and toss samples to the fight crowd, with the camera picking up the entire business.

However, Milton Biow, who heads the agency handling the bulk of Philip Morris advertising, has turned thumbs down on the idea. Biow is said to have voiced to the sponsor recently the feeling that video is two years away from begin commercially useful. Not long afterward, the Cecil & Presbrey Agency (which got the account's daytime biz away from Biow) came forward with a high-

(See TV Waits on opposite page)

## Author Meets the Critics

Reviewed Thursday (31), 8-8:30 p.m. Style—Talk. Producer Martin Stone. Director, Fred Coe. Technical director, Dick Pickard. Lighting, Aaron Stephenson. Sets, Ray Kelly. Cameramen, Sid Davison, Henry Bomberger, Stoddard Dentz. Cast, Ben Grauer, John W. Vandercook, Merle Miller, Bruno Shaw, Abe Spitzer. Sponsored by General Foods for Maxwell House Coffee thru Benton & Bowles over WNBT, New York.

Video version of this network radio show is an incisive and showmanly program, and one which offers tele entertainment at an adult level. The participants on the program reviewed (31) discoursed vigorously and intelligently on perhaps the most significant topic of our times, the atom bomb. Same time, the show stayed on an informal basis, with the panel members talking at each other rather than at the cameras. The seating arrangement, too, helped the congenial parlor-argument atmosphere, with radio commentators John W. Vandercook and Bruno Shaw, serving as critics, seated together on a couch while co-authors Merle Miller and Abe Spitzer were placed close at hand on chairs.

An unusual switch developed in the course of the debate about the Miller-Spitzer book, *We Dropped the A-Bomb*, based upon Spitzer's experiences with the fateful aerial raids on Hiroshima and Nagasaki. Spitzer worked around to the point where he felt the bomb never should have been dropped. Miller, former managing editor of *Yank* and now with *Harper's*, agreed and also deprecated their book, which he said was written in only 10 days. This caused Shaw, who was to have defended the book, to argue with them on their switched attitudes. He said, satirically: "One helped drop the bomb and now doesn't think he should have, and the other helped write the book and now doesn't think he should have. I'm here to defend both."

At approximately the mid-way mark, a five-minute film was inserted, consisting of cuts from numerous newsreels and army films, showing the experiments leading up to the dropping of the bomb and the havoc wrought by it in Japan. The film editing was expert, and the commentary, by moderator Ben Grauer, was on the same level. Grauer substituted on this show for regular moderator John K. M. McCaffery, who was out of town. He did a deft job with the aid of a few notes, and kept the show running smoothly, but occasionally allowed one or another speaker to hold the floor too long, so that running time was about seven minutes over schedule.

The bearded Vandercook seemed to come off best in the many sallies, stressing the weakening of our nation's moral position by using a weapon we would have derided on the part of our enemies. Shaw felt that the bomb's use was justified if it shortened the war. Miller and Spitzer, as indicated, sided with Vandercook. Even as in parlor debates, humor came in, if unconsciously, when Spitzer said his business now is manufacturing "formal gowns, dinner dresses and bridesmaids."

The major commercial, at the 12-minute mark, had two actors seated at the same table, drinking coffee made in different percolators. One was benign, the other scowling as the result of quaffing their respective beverages. When the scowler tried the smiler's Maxwell House, however, both seemed equally pleased.

Show will go sustainer on WNBT

## Streamliner Time

Reviewed Friday (1), 4:30-5 p.m. Style—Man-on-the-street. Remote from Union Station. Sustaining over KTLA (Paramount), Hollywood.

Paramount's lensers and gabber Dick Lane braved the blistering sun to haul their equipment to Union Station (railroad terminal) in downtown Los Angeles for a man-on-the-street remote. Today's airing smacked as an audition telecast for Union Pacific sponsorship of *Streamliner Time* on a regular basis. Passengers about to board UP's plush-lined City of Los Angeles were turned camera-wise for an interview, with Lane shooting queries designed to bring favorable comments about the Union Pacific line.

While there's nothing excitingly new about the radio-worn man-on-a-mike format, tele gives it fresh appeal. KTLA's scouts rounded up a couple of celebs for the question-and-answer fest, thereby adding considerable interests to seg's eye appeal. Slipping occasionally into ruts of redundancy, Lane's overall job as the quiz master proved satisfying. Camera work was capably handled, with lensers following their subjects into the train. Good shot that rounded out the 30-minute seg was the sign-off pan that followed the streamliner down the track as it pulled out. The UP trademark shield was then flashed on as Lane spied the travel advantages of this railroad. Only weakness was his tendency to oversell Union Pacific.

All in all, seg showed tele's versatility in being able to convincingly peddle even a railroad.

Lee Zhitto.

## Free for All

Reviewed Friday (1), 7:50-8:20 p.m. Variety show presented by the Chicago Repertory Theater, sustaining via WBKB, Chicago.

Some of the shows on WBKB are so bad they make one believe that the station doesn't care that it invests about \$800,000 a year on its operation, and that it does not realize that it's about time shows have quality worthy of that expenditure. Tonight's show was one of this very poor caliber. How it ever got past the station's reception desk we'll never know.

The Chicago Repertory Theater is a local amateur theatrical group. The fact that it is amateur was made very apparent by what it did tonight. It used up a half hour of good air time and what the thought was behind the show we'll never know. The show's emcee, Robbin Lee, couldn't have been worse. The charades, dancing and singing was nothing but a hodgepodge of so-called talent that should never had had the chance to take the public's time and use the public's air.

The pertinent point about all this is that the station and not the Repertory Theater is to blame for lousing up the air. The station controls programming and if its executives are foolish enough to allow material like this to appear, then you can't blame the talent for trying to get air time. The sad part is that the public has to suffer too.

Cy Wagner.

after two more weeks of General Foods sponsorship. Producer Martin Stone, it is known, plans to expand the subject matter, at that time, to cover many topics in addition to books, to enlarge his supplementary use of film, and experiment with the format in other ways.

Sam Chase.

# CBS Protests Mag's Red Slur As One-Sided

(Continued from page 3)

"seriously and astonishingly from the most elementary standards of journalism."

The quarrel dates from Hodges' appearance July 21 on CBS *Views the Press*, to answer Don Hollenbeck's charges apropos the *Sun's* story that atom bomb secrets had been stolen at Oak Ridge. Murrow charges that *Editor and Publisher* not only presents exclusively the *Sun's* side as stated by Hodges, but also "impugns the integrity of Mr. Hollenbeck, a member of the CBS staff, in a slur that had nothing to do with the point at issue: A discussion of the *Sun's* original story."

### Red Herring?

The "slur" to which Murrow refers was made by Hodges on the July 21 broadcast when he implied Hollenbeck was a follower of the Communist line. Hodges referred to Hollenbeck's former employment with *PM*—an anti-Communist newspaper, by the way.

Hollenbeck, toward the close of the July 21 broadcast, stated Hodges was not quite accurate when he said "Hollenbeck feels the *Sun* has performed a disservice in revealing the dangers to which the atom bomb secret has been subjected." Retorted Hollenbeck: "As the broadcast last week (July 14) pointed out . . . if we accept the authority of the denials of it (the *Sun's* story)—President Truman's and Senator Hickenlooper's—the question must arise as to what purpose is served by it except to rub nerves already raw, to worsen relations with Russia which are already bad enough." He also noted that Hodges "has made a pointed personal reference to me in the insinuation that I am a follower of the Communist party line."

### Protests for Whole Staff

Murrow, in his letter to Brown, states that as the case is presented by *Editor and Publisher*, "CBS is given no opportunity to present its side; the slur against two CBS staff members (Hollenbeck and his assistant, Edmund Scott, also a former *PM* man) is allowed to stand. . . . CBS and its staff do deserve from *Editor and Publisher* . . . the even-handed treatment which *Editor and Publisher* asks of the press, and in which CBS will always attempt to deal, even to the point of permitting its own facilities to be used for criticism of itself."

Murrow, stating in his letter that Hodges' remarks were a reflection not only on Hollenbeck but, by insinuation, on the entire CBS staff, asks the mag to print Hollenbeck's reply to Hodges, namely: "This insinuation against me and one of my colleagues is a gross disservice to the interest of truth. It represents a departure from journalistic ethics that readers and listeners have a right not to expect from newspapers and broadcasters."

### I'VE PLAYED MY PART 11 YEARS

Photographed some of the best young hopefuls on the boards. Now they're famous and I'm still supplying them with sparkling up-to-date glossy photos.

8x10's, 5c ea.  
(In quantity)  
POSTCARDS, 2c ea.  
(In quantity)  
Mounted Blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

Write for FREE Samples and Price List B.



# Another Winner On Godfrey Show Gets Sustainer

NEW YORK, Aug. 2.—Bob Reid, singing fireman of Louisville, and staffer on WHAS, of that city, gets a sustaining program over the Columbia Broadcasting System (CBS), as a result of his winning appearance Monday (28) on Arthur Godfrey's Talent Scouts.

Reid starts Sunday (10) in the 2:30-45 p.m. slot. Vic Damone, on CBS' *Saturday Night Serenade* for Pet Milk, was the last of the *Talent Scouts* contestants to hit the big time.

# NBC Cuts Cue Pubserv Push

(Continued from page 5)

are now available and are going into homes rapidly. "The time has come," as the walrus said."

NBC currently is preparing its video network-station affiliation contracts—some 20-odd affiliates having construction permits and having indicated their desire to get into the NBC web. These are in addition to the five NBC-owned video stations. It's expected, too, that the appointment of the three administrative vice-presidencies will clear the decks, allowing President Niles Trammell and Mullen to give video the hypo and to press plans for NBC's proposed television city.

### Ties With RCA Changes

One aspect of the NBC realignment ties in with recent changes in the parent company, Radio Corporation of America. David Sarnoff now holds both the presidency and chairmanship of the board, having resumed the latter post recently on the occasion of the resignation of Gen. James G. Harbord. Since Sarnoff's taking of the double post, conjecture was that Trammell might be upped to the presidency of RCA. Angles to this are various, one of them being that Trammell already has been offered the post but has decided to stick to broadcasting. If and when Sarnoff decides to relinquish the presidency, the two foremost candidates are Trammell and Frank Folsom, executive vice-president in charge of RCA Victor division, and an NBC director.

What other NBC changes are in the works is not known at this time, altho official pronouncement is that no other changes are contemplated. However, it's felt that some changes in program and pubserv personnel must be forthcoming.

### TV WAITS

(Continued from opposite page)

powered pitch to Philip Morris calling for immediate and forceful use of video, and now the two agencies are understood to be battling energetically for the billings, which are expected to be forthcoming shortly.

The customary cigarette "follow-the-leader" trend is expected to develop now in video. Camel cigarettes are known to have been making quiet inquiries about video, and probably will soon be in the fight for audiences. With three firms competing, the other major outfits undoubtedly will follow suit.

A similar procedure, video workmen believe, will transpire among other groups of potential advertisers. Beer advertisers, for example, are completely absent from New York tele stations. However, in Chicago they constitute the bulk of sponsors, especially on sports shows. The first brew house to enter video in New York probably will lead a flock of others into the field.

# Promotion Contest Gets Hot; Nets Set for 10th Competish

(Continued from page 11)

the QUALITY of the promotion itself, not merely the quality of the presentation.

The competition this year has been designed to offer broadcasters a compilation of nationwide radio promotion activities for the entire industry. This will come about from several developments. First, a report on every single entry received will be written by a member of *The Billboard's* radio staff in New York. There reports, in booklet form, will be distributed at the forthcoming National Association of Broadcasters' (NAB) convention in Atlantic City, starting September 14. Distribution of the reports will begin immediately after winners are announced at the NAB convention, September 16.



Seymour Ellis  
Philip Morris



Wickcliffe Crider  
B.B.D. & O.

More than that, however, *The Billboard* has arranged for the judges to meet at the Waldorf-Astoria in New York September 3, at which time they will cast their final votes. That same afternoon, an exhibit of all the presentations will be held at the Waldorf-Astoria, thus affording New York advertiser and broadcaster officials an opportunity to see the entries.

Two weeks later, *The Billboard's* booth at the NAB meeting, in Convention Hall, will feature the award-winning exhibits. These two showings have been arranged to insure stations and networks entering the competition that virtually the entire industry will be able to study their sales stories.

### Advertiser Panel

J. M. Allen, vice-pres., Bristol-Myers Co.; Albert S. Dempewolf, assistant adv. mgr., Celanese Corp. of Amer.; Seymour Ellis, adv. mgr., Philip Morris & Co., Ltd.; Robert Healy, adv. mgr., Colgate-Palmolive-

Peet Co.; John Gilman, vice-pres., charge of adv., Lever Brothers Co.; Harvey Manns, vice-pres., Sterling Drug, Inc.

Also J. Ward Maurer, adv. mgr., The Wildroot Co.; Mrs. Ella B. Meyers, adv. dir., General Foods Corp.; George Potter, vice-pres., charge of adv., Prudential Insurance Co. of America; W. M. Ramsey, director of radio, Procter & Gamble Co.; Richard Rettig, adv. mgr., American Home Products Corp.

Douglas Coulter, Foote, Cone & Belding; Walter Craig, Benton & Bowles, Inc.; Wickcliffe Crider, Batten, Barton, Durstine & Osborn, Inc.; Kendall Foster, William Esty & Co., Inc.; Carlos Franco, Young & Rubicam, Inc.; John Hymes, Biow Co., Inc.; Frank Kemp, Compton Advertising, Inc.; William B. Lewis, Kenyon & Eckhardt, Inc.

Also Chester MacCracken, Doherty, Clifford & Shenfield, Inc.; Linnea Nelson, J. Walter Thompson, Inc.; Stanley Pulver, Dancer-Fitzgerald & Sample, Inc.; Tom Revere, Donahue & Coe, Inc.; Don Stauffer, Sullivan, Stauffer, Colwell & Bayles, Inc.; Ray Sullivan, Sullivan, Stauffer, Colwell & Bayles, Inc.

There's the story—not quite in a nutshell, but there it is. Get those entries in—and remember, August 27 is the deadline and winners will be announced at the NAB convention.

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HAVE YOU SUBMITTED YOUR ENTRY PLEDGE AND PRESENTATION FOR

## THE BILLBOARD 10TH ANNUAL RADIO PROMOTION COMPETITION AND EXHIBIT

It Promises To Be the Biggest and Best in the Competition's History.

## DO IT NOW!

Mail Your Pledge Today . . . and Rush Your Presentation to  
THE BILLBOARD 10TH ANNUAL  
RADIO PROMOTION COMPETITION  
1564 BROADWAY, NEW YORK 19, N. Y.

## REMEMBER . . .

Awards will be made on the content of your presentation . . . not on its physical appearance. So rush yours in time for the

FINAL DEADLINE, AUGUST 27TH

# JOCKEYS RATE THE DISKERS

## Find Big Need For Promotion Co-Operation

### Cap, Kenton on Right Track

(Continued from page 3)  
ideas and trade opinions, in addition to voting for their personal disk faves (these appeared in Part I of the Disk Jockey Poll last week).

#### Cap Promotion Pays Off

Most conclusively, the spinners proved that as far as they were concerned Capitol Records' long and concentrated disk jockey promotion program has really paid off. It is Capitol which sweeps all the individual record company sections of Part II—mechanically, promotion-wise and in the spinner servicing listings.

In the all-around best service contest and the choice for best press job, second slot went to Columbia, with that promotion-wise major also copping third slot in the best-liked records from a mechanical viewpoint. Oldest and biggest of the diskers, RCA Victor, rated second in the mechanically-liked division and was down in fourth slot in the press and servicing categories, behind the smaller but promising Majestic diskery. Majestic also earned fourth slot in the mechanical poll.

#### Other All-Arounders

Other diskeries which showed on the lists in all three categories included Mercury, MGM and Signature (See *Disk Jockeys Tell* on page 39)

## Spinners Vote Capitol Repro Tops All Way

NEW YORK, Aug. 2.—Capitol Records rang another bell in Part 2 of *The Billboard's* First Annual Disk Jockey Poll and hit the jackpot as well by sweeping all four parts of the best in mechanical reproduction and physical make-up questions. It was only a sparse 13 points that separated Capitol from second-place RCA Victor in the best all-around mechanical record class, but the winning diskery's tally advantages in the remaining three categories—best wearing record, best surfaces and best tone reproduction—were considerably more decisive.

In considering the results of at least three of the four parts of the mechanical category, one must remember that as part of Capitol's long-time drive to keep the jockeys spinning their disks, the firm presses and ships exclusively to the spinners vinylite copies of their releases. Capitol is the only diskery which follows the vinyl practice regularly. A few of the smaller diskers occasionally kick thru with plastic copies of their disks.

#### Columbia Trails Victor

Among those diskers who fall into the shellac platter group, it was Victor which stood out in the best surface and longest wearing disk department (See *Vote Capitol Tops* on page 22)

### Billboard's First Annual Disk Jockey Poll Part II—Trade Aspects

(For the Year of June, 1946, to June, 1947)

#### BEST-LIKED SERVICE

##### RECORD COMPANY WITH BEST ALL-AROUND SERVICE

Capitol .....	3,324	Decca .....	241
Columbia .....	2,687	Mercury .....	192
Majestic .....	1,404	Sonora .....	139
Victor .....	1,065	Diamond .....	72
Signature .....	528	Exclusive .....	72
MGM .....	303		

##### BEST RECORD COMPANY INFORMATION SERVICE

Capitol .....	3,932
Victor .....	2,568
Columbia .....	2,047
Majestic .....	1,239
Signature .....	204
MGM .....	191
Mercury .....	183
Sonora .....	129
Decca .....	107
Exclusive .....	88

##### BEST RECORD COMPANY DISTRIBUTOR CO-OPERATION

Capitol .....	2,268
Columbia .....	1,307
Majestic .....	977
Victor .....	878
MGM .....	423
Signature .....	336
Decca .....	195
Mercury .....	144
Sonora .....	97
Apollo .....	61

#### BEST-LIKED RECORDS MECHANICALLY

##### BEST ALL-AROUND RECORDS MECHANICALLY

Capitol .....	3,004
Victor .....	2,291
Columbia .....	2,195
Majestic .....	1,383
Signature .....	439
Decca .....	217
MGM .....	155
Vogue .....	132
Musicraft .....	106
Mercury .....	79

##### LABEL WITH BEST SERVICE

Capitol .....	2,724
Victor .....	2,146
Columbia .....	1,881
Majestic .....	1,663
Signature .....	396
Decca .....	211
Musicraft .....	182
MGM .....	133
Mercury .....	108
Vogue .....	87

##### LABEL WHOSE RECORD WEARS BEST (Gives Greatest Number of Plays)

Capitol .....	2,520
Victor .....	2,227
Columbia .....	1,992
Majestic .....	1,323
Signature .....	312
Decca .....	145
Vogue .....	121
Musicraft .....	97
MGM .....	76
Mercury .....	46
Diamond .....	46

##### LABEL WITH BEST TONE AND REPRODUCTION

Capitol .....	2,916
Columbia .....	2,166
Victor .....	1,941
Majestic .....	1,212
Signature .....	383
Decca .....	168
Vitacoustic .....	159
MGM .....	107
Mercury .....	84
Vogue .....	75

## Platter Spinners Getting Free Disks From 61 Sources

NEW YORK, Aug. 2.—One of the most illuminating portions of Part II of *The Billboard's* First Annual Disk Jockey Poll was that in which the spinners revealed that they received free disks from at least 61 different record companies and other sources, including two film company outlets and one major publishing firm. Spinners were queried about the regularity and timing of the shipment of free records. With the exception of Decca, it was the big firms with the big money, production and top distribution who showed the way in passing out the gratis platters. Capitol and Columbia again led the field, altho Capitol's jockey distribution was more regular and their disks were received more frequently ahead of release dates than were Columbia's. Third top disker with the free platters was Majestic, whose service was fairly regular and widespread but generally was timed to meet release dates, only infrequently bothering to ship advance copies. MGM and Signature run neck and neck in coverage and regularity and in timing of their shipment to the spinners. Victor, whose jockey service mainly is handled by the firms' independent

distributors, topped the latter two firms in quantity and regularity, but fell behind them in the timing of their shipment with most of their disks showing up on the date of release or later.

#### Decca Lags

With both Decca and Capitol owners of their own distributor organizations, it is interesting to note that, while Capitol shows the way in the jockey servicing field, Decca lags far behind. Decca, despite the coverage of its (See *Platter Spinners* on page 22)

## Disk Plugging Via Spinners Paid Off Big

### Capital Service Rated Best

NEW YORK, Aug. 2.—The long-time program by Capitol to build hit disks via the radio platter spinner has paid off handsomely for the firm, as evidenced by the voting on Part II of *The Billboard's* First Annual Disk Jockey Poll. The jockeys, voting on which record company gives the best all-around service, awarded the palm to Capitol, with Columbia running second, followed by Majestic.

Capitol's concerted program was further recognized by the platter spinners, who reported that the diskery kept them best informed regarding new releases, artists, etc. Running in place position in this category was Victor, while Columbia nosed out Majestic for the show position.

#### Tops in Co-Op

Completing the sweep of the cooperative categories, Capitol was voted No. 1 diskery offering the best distributor co-operation. In this regard, it is interesting to note that only two of the first 10 firms in the voting operated their own distributor set-ups, Capitol and Decca. The latter, which has run into a considerable amount of snafus in its branches during and since the war, wound up in seventh place. Columbia took second money to Capitol, while Majestic followed in the third slot.

The importance attached to the recording companies' co-operation by the disk jockeys is reflected in Part I of *The Billboard's* First Annual Disk Jockey Poll, which was published last week, and which revealed that the jockeys voted the winning positions to artists performing on those labels which offered them the greatest amount of over-all service. Capitol's Stan Kenton showed up a winner, while Eddy Howard swept the honors in three categories, proving that Majestic's services to the jockeys had paid off.

#### Victor Is Fourth

Victor, one of the Big Four, wound up in the fourth slot among the firms offering the best all-around services, and two comparative newcomers to the field followed. Signature placed fifth, and was followed by MGM, (See *Disk Plugging Pays* on page 22)

## Pepper-Upper

NEW YORK, Aug. 2.—Of the several "thank you" wires received by *The Billboard* from the winners of Part I of the Disk Jockey Poll, it was a message from Capitol Records' artist and rep head, Jim Conklin, which proved the most gratifying. Particularly flattering was this extract:

"You might be interested to know that the ratings achieved by Stan Kenton (in Part I of the poll) have done more for him personally than his several months' rest. He can not wait to get back with his band because of this."



# FOR SERVICE, QUALITY IDEAS

## Versatility Keynote for Disk Shows

### Programs Carefully Planned

NEW YORK, Aug. 2.—Versatility is the word for platter spinners when it comes to planning a turntable air stanza, according to the answers to Part II of *The Billboard's* First Annual Disk Jockey Poll. A large number of the jockeys reported they rely on *The Billboard's* Honor Roll of Hits and Tips on Tunes in programming their show. Others reported careful studies of new records on local juke boxes as a guide to plugging those same disks via their shows.

A small percentage of spinners said they were guided in their programming by sponsors, while a number of others reported they favored diskeries that co-operated with them via free platters, program material, etc.

A small percentage of the disk jockeys reported their programming was done by filling requests only, while a slightly larger group reported they relied on their own judgment in filling their air time. However, practically all the jockeys said a combination of requests and their own judgment was a basis of the programming of the shows.

#### Cross-Section of Methods

In addition to the above, the following are some of the methods employed by a cross-section of jockeys: Jim Whitaker, WWVA, Wheeling, W. Va., selects his disks by reactions (*Versatility the Keynote*, page 40)

## Spinners Give Sidelights on BB's Disk Poll

NEW YORK, Aug. 2.—Platter spinners from coast-to-coast, in filling out their questionnaires for *The Billboard's* First Annual Disk Jockey Poll, took time out to offer some interesting observations and to express their gratitude at being given an opportunity to try to effect a closer tie-in between themselves, the recording companies and the artists.

Among the comments on the latter was one from Tom McEnroe, who broadcasts in Rhode Island. He reported the jockeys in his neck of the woods were agreed there was a strong need for a closer co-operation.

Jim Whitaker, WWVA, Wheeling, W. Va., said that his station forbids the playing of a disk that is not up to par. In a case where he likes the selection, Whitaker wires the recording company for a better disk. Mercury, Capitol and Majestic were most co-operative along these lines.

#### More Pre-Releases Wanted

Tommy Edwards, KICD, Spencer, Ia., wants to know why recording companies don't send out more pre-releases. Edwards says he receives requests for disks he's never heard, and then finds them on a local juke box. MGM, Majestic and Columbia were cited by Edwards for their excellent service.

Ken Elliott, WNOE, New Orleans, (See *Spinner Sidelights* on page 22)

### Billboard's First Annual Disk Jockey Poll Part II—Trade Aspects

(For the Year of June, 1946, to June, 1947)

## BEST PROMOTION EFFORTS

#### ARTISTS MOST HELPFUL IN PROMOTION OF THEIR OWN DISKS

Stan Kenton.....	732
Blue Barron.....	617
Sam Donahue.....	396
Spike Jones.....	301
Tommy Tucker.....	287
Count Basie.....	273
Charlie Spivak.....	216
Jo Stafford.....	169
Woody Herman.....	169
Elliot Lawrence.....	144

#### PRESS AGENT OR MANAGER MOST HELPFUL IN PROMOTION OF THEIR CLIENTS' DISKS

Jim McCarthy.....	960
Gene Howard.....	447
Henry Okun.....	372
George Evans.....	345
Paul Brown.....	169

#### ARTISTS MOST CO-OPERATIVE IN ARRANGING PERSONAL APPEARANCES

Stan Kenton.....	672
Sam Donahue.....	303
Elliot Lawrence.....	216
Ray McKinley.....	209
Hal McIntyre.....	192
Charlie Spivak.....	185
Johnny Long.....	156
Tex Beneke.....	156
Count Basie.....	143
Andy Russell.....	137
Johnny Bothwell.....	137

#### BEST ALL-AROUND PRESS JOB (Record Company or Individual)

Capitol.....	1,627
Columbia.....	665
Majestic.....	456
RCA Victor.....	431
Jim McCarthy.....	259
Mercury.....	154
MGM.....	135
Signature.....	127

#### RECORD COMPANY DISTRIBS MOST CO-OPERATIVE IN ARRANGING ARTISTS' PERSONAL APPEARANCES

Capitol.....	912
Columbia.....	691
Victor.....	348
Majestic.....	193
Mercury.....	168
Signature.....	126
Decca.....	87
MGM.....	87

#### MOST CO-OPERATIVE PRESS AGENTS IN ARRANGING PERSONAL APPEARANCES

Jim McCarthy.....	609
Gene Howard.....	155
Paul Brown.....	147
George Evans.....	121
Milton Karle.....	98

#### MOST CO-OPERATIVE BOOKING OFFICES IN ARRANGING PERSONAL APPEARANCES

MCA.....	267
GAC.....	267
Pacific Coast Amusement.....	71
Al Sheehan Artists Bureau.....	39
Stu Fuer Agency.....	39
GMC.....	39
Harry Altman.....	39
Bob Snyder.....	39

## Disk Jockeys Clamor for More Biog Data on Artists

NEW YORK, Aug. 2.—The nation's platter spinners, the turntable lasses and laddies who daily are becoming more powerful as disk, song and artist builders, have spoken their mind in Part II of *The Billboard's* First Annual Disk Jockey Poll, tipping off the trade as to the type of material they want and need in order to contribute even greater impetus to the building of the various facets of the trade which they effect. Heading the list of material which the jockeys want and which they can use as a part of their regular airings are (of equal importance) artists' biographies and

board that they were off the beaten path, many disk jockeys working at radio stations with large listening audiences report that promotion and press agent releases from diskeries and artists' representatives rarely reach them—that in many cases they were forced to rely on data gleaned from trade papers, etc., for material for their own shows. In these cases the spinners would like to receive, in addition to the artist bios, tune info and sideman data, gags, short stories, human interest material and info on the composers. This type of material is especially useful to spinners like Frank Stowers, of WHIS, Bluefield, W. Va., whose main listening audience is composed of college students.

Noting in their letters to *The Bill-*

(See *Disk Jockeys Clamor*, page 23)

## Ork Leaders, Flacks Best In Promotion

### Poll Shows Top Exploiters

NEW YORK, Aug. 2.—In a three-way parlay, Stan Kenton, flack Jim McCarthy and Capitol diskery swept thru the promotion categories of the trade section of *The Billboard's* First Annual Disk Jockey Poll. The poll showed that primarily it was the ork leaders and their advance and publicity men who do most individually to boost themselves via the disk jockey route.

Artist-wise, the results pointed out that artists who co-operated with spinners in promotional endeavors were those who showed up strong in the popularity sections of the Disk Jockey Poll. Most conclusive truth of this is highlighted by the spinners' choice of Stan Kenton as the artist most helpful to them in setting personal appearances and in promoting his own disks, while surprise showing of Sam Donahue as second most promising ork could readily be attributed to his second slot in the personal appearance contest and third in the personal disk promotion battle.

But that promotion was the chief factor in the determination of the popularity parts of the poll can't be held to be a complete truth, since three-way popularity winner, Eddy Howard, earned but a few scattered votes and finished completely out of the running in the artist promotion categories.

#### Flacks Unknown to Spinners

It was interesting to note that the spinners in a good number of cases are not aware of the names of artists' press and advance representatives and that apparently there are only a handful of flacks who conscientiously canvass the nation's disk jockeys. Less than two score were mentioned by the jockeys and of these only the five listed in each category collected reasonably high-point totals, with the others flocked up together with small scores.

Jim McCarthy, who handles Sam Donahue, Count Basie, Johnny Moore's Three Blazers, Buddy Johnson, Illinois Jacquet and Ted Weems, was the standout individual flack. (See *ORK LEADERS* on page 23)

## Program Material

NEW YORK, Aug. 2.—*The Billboard's* First Annual Disk Jockey Poll's popularity section, printed in these pages last week, served as source for many platter shows across the nation. Typical instances had Hollywood spinner Al Jarvis devoting a full hour-and-a-half show, Louisville jockey Jim Lounsbury devoting one hour of his all-night show, Newark disk twirler Jerry Roberts giving up his full hour show—in each case to announce and spin disks by the winners of the poll. Other jockeys announced the winners, while still another group have told *The Billboard* that they intended to make use of the material in Part I within the next 10 days.

# MUSIC BIZ EYES TV FUTURE

## Juke Play Off; Combos May Be Solution

### Boxes Lose 30% to Tele

NEW YORK, Aug. 2.—The growing influx of television sets in public locations is showing definite effects on music biz. Juke box play has dropped as much as 50 per cent in some locations, and an average of 30 per cent over-all. The boxes have been long recognized as one of the most important promotions for new tunes and disks. The cut in their play during telecast hours (confined mostly to sporting events, averaging three or more hours daily during the summer months), plus the fact that television still cannot use musicians, is looked upon as a problem that will have to be dealt with soon by the trade.

The solution most often advanced, but one which to date has not been contrived mechanically, is a combination juke box and tele set which will offer musical selectivity. Pointing out that the reason wired music and regular radio receivers were never exceedingly popular in most bars, grills and taverns was because they did not offer the customer a chance to listen to whatever music he desired. The trade generally holds that if music is to flourish in these locations, the juke box, or some form of it, will have to remain.

### Song Plugging Far Off

While song promotion via tele is still a distant problem, publishers now are thinking along those lines, and many feel that when tele reaches maturity, it will mean plugging tunes in almost the same manner as was employed in vaude. That the plugging problem still is distant is apparent since the Columbia Broadcasting System (CBS) has no studio tele shows at this time, nor is there any indication of their early resumption. The National Broadcasting Company (NBC) does have studio telecasts, but does not use any musicians, even those playing non-union instruments. However, they do use recorded standards to back up some singers.

Juke box operators, as well as publishers and diskeries, feel that in the fall and winter, when telecasts are drastically reduced (they will average about five hours a week for football and other sport events), the juke box play will rise. But they do recognize a growing problem as television takes a firmer hold both in the home and in public locations.

## Glaser May Bring Heidt Back To Biz

NEW YORK, Aug. 2. — Horace Heidt may return to music biz under the wing of Joe Glaser, if current dickering are negotiated successfully. Heidt was in town yesterday to talk over the details of three or four radio deals which are pending, but planned back to the West Coast last night without having signed anything.

He has been submitted to several sponsors, one reportedly being Philip Morris, but nothing definite has been set.

## Tax Expert Clarifies Band Leaders' Procedures Under Social Security Provisions

By Lewis C. Lebish

(Lewis C. Lebish is one of the leading financial management consultants in the music business. He has, and is, handling the complex financial and tax problems of Benny Goodman, Willard Alexander, Count Basie, Phil Brito and others).

NEW YORK, Aug. 2.—The Supreme Court recently decided (in the case of Bartels vs. Birmingham, Geer vs. Birmingham) that the Form B contract, used by night clubs, theaters, hotels, ballroom ops, etc., in hiring bands can be disregarded as a deciding factor on the question of determining who is the employer for Social Security tax purposes. This decision considers the band leaders as independent contractors and therefore the employers of the members of the bands, and holds that the location operators are not the employers for Social Security tax purposes. The effect of this decision is far-reaching and of extreme importance to the band leaders.

### Considered Selves Employers

Prior to this decision, the band leaders, with the approval of the American Federation of Musicians (AFM), considered themselves as agents and not employers, and it was therefore possible for them to save the 1 per cent employers' share of the Social Security tax on the band pay roll. In accordance with the wording of the Form B contract, the location operators who were considered the employers, deducted Social Security and withholding tax on the entire band pay roll, including the leader's share.

The amount withheld for income tax was turned directly over to the government without any further liability on the part of the operator. However, it was necessary for them to pay the government the 1 per cent employers' share of the Social Security tax in addition to the 1 per cent employees' share which they collected from the band members. In some cases, these payments were made to the government under protest, and several suits were started, with conflicting results.

### Now Can Sue

The operators now can file suit and recover from the government the disputed taxes, which would make the leaders responsible for the payments of the amounts refunded to them (the operators). The band leaders stand to be hurt if the Treasury Department forces them to pay this money.

At the present time, however, there is a distinct possibility that the Treasury Department may issue a directive granting blanket forgiveness to the band leaders for all liability incurred prior to the date of the Supreme Court case, which would save a lot of headaches.

The practical result of the Supreme Court decision is that the leader, who is now considered the employer, must keep full and complete pay roll records and must withhold both the Social Security and the income tax from his employees. The penalty for failing to comply is severe, and a composite of cross-references indicates individual attempts to evade, or failure to collect moneys not only subject the band leader to a 50 per cent penalty, but may also subject him to a maximum penalty of \$10,000 and five years imprisonment.

### Band Leader's Duties

The duties of the band leader, under the new decision, include:

- (1) Keep complete pay roll records.
- (2) Social Security and withholding tax returns must be filed and paid each quarter (quarterly returns are (See *Tax Expert Clarifies*, page 24)

## Sonora May Drop Single Disk Policy

### Mulls Album Releases Only

CHICAGO, Aug. 2.—Sonora Radio's record division may drop its policy of single releases on pops, folk and race material within the next two months, it was learned here this week. The Joe Gerl, Sonora prexy, was not available for comment, a board of directors meeting this week discussed continuing the two-year-old policy of single releases, as opposed to Sonora's previously used policy of issuing only albums featuring semi-classical work and standard music.

If and when Sonora discards its single record releases, the trade will lose the lowest priced pop platters on the market, for Sonora is still peddling its 49-cent retail priced platters featuring mostly pop artists, with a sprinkling of hillbilly and race. Specialized Sonora platters were going at regular retail price of other labels.

If the Sonora label goes back to its policy of solely album releases, it will probably mean that the firm will greatly de-emphasize its record division, for when the firm issued only albums previous to going into regular monthly releases of single platters, the Sonora financial investment was only a drop in the bucket to its cash outlay for the platter seg of the firm today.

Sonora has been rumored trying to sell its record-manufacturing facilities for the past six months.

## Units for Japan Not Practicable At This Time

NEW YORK, Aug. 2. — A plan whereby name orks and acts would make a 22-week tour of Japanese theaters appears to be headed for the pigeonhole for at least another six months, according to army officials who must put the final okay on the deal. Approval from General Douglas MacArthur, which is essential before any units enter the country, is not expected at this time because of the general conditions within the country.

Recently-returned public relations officers, who had heard of the proposed plan while still in Japan, say they doubt if the country would be able to support an invasion of high-priced talent at this time—that it will be six months or a year before the army will be able to make a decision in the matter.

## Southeast European Ork Bookings Loom

LONDON, Aug. 2.—Foster's Agency here soon is to send Harry Foster to Eastern and Southeastern countries on the continent to determine the feasibility of booking acts and orks to those parts of Europe.

The Eric Winstone ork, which led the way with a tour to Czechoslovakia several months ago, will be followed by Leslie (Jiver) Hutchinson's ork, a Foster property, in the next few weeks.

## Coast Tootlers Reaffirm Vote To Spread Work

HOLLYWOOD, Aug. 2.—Members of Local 47, American Federation of Musicians (AFM), voted to sustain work restrictions previously recommended by the board of directors and passed by the general membership at an April meeting. Restrictions became law following the July 23 meeting, at which expected opposition failed to materialize.

"Spread work" rulings will prevent musicians regularly employed in film or radio work from accepting casual dates. When originally introduced, the measure passed by slim majority, hence the board of Local 47 felt the membership should get a second chance to vote on the measure. The storm which developed when the idea was first proposed died down to nothing at the July 23 meeting, with less than 700 of the union's 15,000 local membership showing enough interest in the issue to attend the meeting.

The membership also approved a \$12,000 fund to be appropriated for Central Labor Council's war labor chest.

## Karle and Cahn To Run Carlos Gastel's Stable

NEW YORK, Aug. 2.—New flackery allegiance has Milton Karle and Irv Cahn joining hands to handle the artists in the Carlos Gastel personal management stable. These include Mel Torme, Stan Kenton, King Cole Trio, Peggy Lee and Dave Barbour, as well as Nellie Lutcher, most recent Gastel signee. Cahn is a press specialist, while Karle does disk promotion, trade and music fan mag work.

The Cahn-Karle combo this week landed Frank Dailey's Meadowbrook as an additional account and will also do flack work for the new Troubadour nitery.

## Fields To Use Six Singers

NEW YORK, Aug. 2. — Shep Fields's new ork, which will open at his own Glen Island Casino August 14, and which is now in rehearsal here, will feature half a dozen singers and 17 tootlers. Vocalists include Bob Johnstone, formerly with Paul Whiteman's ork ainer, Toni Arden and Three Beaus and a Peep, vocal group.

# SONGSELLER HOOPERATINGS

## Full Season Scoreboard On Warblers

Both Daytime and Night

NEW YORK, Aug. 2.—It's Der Bingle on top again in this year's full season Hooperatings of radio shows which owe their basic appeal to the chirping and warbling element. This analysis follows last week's *Billboard* presentation of Hooperatings of airers which achieved most favor via the shows' orchestras. In the accompanying chart on singers' Hooperatings, only those airers on which it is believed that the singer is the chief attraction are listed. Also, only artists whose chief talent is singing are included.

Topper Crosby is a typical example of the chart's compilation. Bing's show is listed despite the fact that he reads comedy lines and is emcee, because his principal appeal is his song selling. Similarly, both Eddie Cantor and Judy Canova are omitted from the tabulation, even tho both sing an occasional song; their primary function is comedy. However, Cantor's full-season Hooper runs to a healthy 14.6, a drop of 2.9 from '46, while Miss Canova hit a

### Audience Records Sees Hypoed Biz

NEW YORK, Aug. 2. — Audience Records reports that its top 10 albums, recorded by leading radio comedians, is now getting national distribution. Reports that the albums are moving slowly were blamed on generally slow album sales during the summer, but the firm expects a hypo when the featured artists return to the air this fall and start national promotion on the disks.

Initial impetus supplied by such personalities as Ed (Archie) Gardner, Eddie Cantor and Jack Benny plus national advertising, brought a demand for the waxings, but the distribution at that time was too spotty to move many albums.

solid 13.9, only 0.2 off of her '46 figure.

It should also be noted that the evening show listings include the ratings for the across-the-board *Supper Club* (Jo Stafford and Perry Como) and Jack Smith airers, while all the other singer shows listed are rated on a one-shot-a-week basis.

#### Daytime Singers

The *Billboard* listings this year show a second chart for daytime show singers. Altho the Hooperatings for these daytime singer airers may not appear startling to those music bizmen who are not accustomed to the

Hooper system, it may be of interest to note that a good daytime rating runs around 3. Taking all factors into due consideration, King Cole's 4.4, which earned him top rung in this category, is an excellent mark, as is Gordon MacRae's 4.3 for the Saturday ayem National Broadcasting Company's Teentimer's show.

Top female singer on the air, according to the Hooperatings this year, is Jo Stafford, whose 11.2 average is enough to cop fourth spot in the listings and replace Dinah Shore as highest rated ethereal chirp. Thrush Stafford also copped the female singers' crown in the recently announced *Billboard* College Poll. Miss Shore this year settled for third fem and eighth over-all slot, with a 9.1 average, a 4.1 drop from last year.

#### Kate Smith Second

Second fem slot went to Kate Smith, who just keeps rolling along with her 10.1 average, good enough to cop number six over-all. Tailing Crosby in the male division and also in second and third top over-all spots were Dennis Day, with a hefty 13.0, and Dick Haymes, with 11.3. Perry Como's 10.4 average for his Monday-Wednesday-Friday segs tied him for fourth male and fifth over-all, with Rudy Vallee on his one-a-week ailer.

The charts show many interesting points, but the reader must again be cautioned that it is not wise to jump to pat conclusions on the basis of these cold ratings. Many other factors, including time that the show is on the air, and the ailer's competition, must be taken into consideration.

## Broadcasters Meet With ASCAP This Week on New Pact

NEW YORK, Aug. 2.—Efforts to complete a new deal between the American Society of Composers, Authors and Publishers (ASCAP) and the radio industry which could be presented to the National Association of Broadcasters (NAB) at their convention next month will be continued Wednesday (6) when the full committees meet at ASCAP headquarters.

Representing the Society will be the following: Deems Taylor, president; Stanley Adams, Fred Ahlert and Otto Harbach, writer-members; John O'Connor and Lester Santly, publisher-members; Henry Finklestein, Julius Collins, Herman Greenberg and Richard Murray, ASCAP execs.

#### Broadcasters' Group

Sitting in for the broadcasters will be C. E. Arney Jr., NAB secretary-treasurer; Campbell Arnoux, president and general manager of WTAR; Julius Brauner, Columbia Broadcasting System; Walter Haase, WDRG; Robert Mason, president, WMRN; Joseph A. MacDonald, American Broadcasting Company; Justin Miller, NAB prexy; Don Petty, NAB counsel; John Shepard III, president, Yankee Network; Ed Souhomy, National Broadcasting Company; Ted Streibert, president, WOR, and Ed Yocum, general manager, KGHL.

## FULL SEASON HOOPERATINGS OF SINGERS (Evening and Sunday afternoon)

	Sept.		Oct.		Nov.		Dec.		Jan.		Feb.		March		April		May		Average
	15	30	15	30	15	30	15	30	15	30	15	28	15	30	15	30	15	30	
1. Bing Crosby	—	—	—	24.0	12.2	15.6	13.4	15.8	16.1	20.6	16.3	17.3	21.7	17.1	25.8	14.2	16.6	15.4	17.5
2. Dennis Day	—	—	13.2	9.4	15.0	13.2	12.4	12.3	13.6	15.1	15.7	12.0	13.9	12.4	13.9	12.7	12.1	10.8	13.0
3. Dick Haymes	8.3	8.1	9.8	9.2	10.3	10.4	10.6	11.7	13.1	13.2	13.3	14.8	14.2	11.9	11.9	12.5	11.6	9.1	11.3
6. Rudy Vallee	—	6.8	10.7	9.7	11.4	11.5	10.5	8.6	11.6	12.2	11.4	9.5	11.4	—	—	—	—	—	10.4
7. Kate Smith	—	—	9.4	8.3	11.5	10.1	12.6	11.2	12.0	10.7	10.4	10.3	12.7	11.6	7.8	9.8	7.7	5.7	10.1
8. Frank Sinatra	—	10.0	8.8	10.2	11.6	10.9	8.4	10.1	10.2	10.6	9.2	9.1	10.1	9.9	9.7	9.8	10.1	9.0	9.9
9. Dinah Shore	—	9.0	7.0	7.1	10.3	9.6	11.6	9.1	9.4	9.4	9.5	9.0	9.8	9.0	9.8	9.6	8.2	7.8	9.1
11. Roy Rogers	—	—	8.6	8.3	8.7	8.3	8.1	8.8	8.5	9.2	9.5	8.7	9.4	10.6	—	—	—	—	8.0
12. Ginny Simms	—	7.4	7.3	8.0	8.6	8.1	10.2	10.9	11.0	6.9	7.8	8.2	7.3	7.1	4.4	6.5	6.5	5.7	7.8
13. Harvest of Stars (James Melton)	5.7*	5.7*	3.9	7.2	9.2	7.9	7.3	7.6	9.4	11.2	8.3	9.9	8.5	9.2	7.6	6.6	5.7	5.9	7.8
14. Tony Martin†	4.9	6.0	7.6	—	—	—	—	—	—	—	—	—	—	—	7.1	6.8	8.1	5.7	6.8
15. Hoagy Carmichael	—	—	—	4.8	6.3	5.3	7.8	8.3	7.1	7.5	5.9	6.2	7.5	7.3	3.7	5.8	4.6	3.6	6.1
16. Hildegarde	—	—	5.7	5.0	5.8	6.2	5.5	6.2	5.3	6.3	6.0	6.9	6.4	5.5	—	—	—	—	6.0
17. Jean Sablon	—	—	—	—	—	5.2	7.8	4.9	5.3	9.0	5.5	7.4	6.8	7.3	4.5	4.0	5.2	3.1	5.9
18. Gene Autry	4.7	6.1	4.1	4.9	4.8	6.9	6.6	7.3	7.3	7.1	5.7	5.0	7.0	6.8	4.6	4.4	3.6	3.9	5.0
19. Harvel Muslo Time (Johnny Thompson)	—	—	3.9	5.5	4.1	3.0	3.5	3.7	4.1	4.2	3.9	3.4	3.2	—	—	—	—	—	3.9
20. Burl Ives	—	—	—	2.8	2.6	1.9	2.6	2.5	2.9	2.3	2.4	2.6	2.8	1.5	4.2	2.4	2.3	1.3	2.5

\* Listed as "James Melton" sponsored by Texas Co.  
† Sponsored by Bourjois thru Oct. 15th Report. On again in April for Texas Co.

### (Daytime—Monday thru Saturday)

	Sept.		Oct.		Nov.		Dec.		Jan.		Feb.		March		April		May		Average
	15	30	15	30	15	30	15	30	15	30	15	28	15	30	15	30	15	30	
1. King Cole	—	—	—	—	4.1	—	6.8	—	3.6	—	4.0	—	5.6	—	3.3	—	3.4	—	4.4
2. Teentimers (Gordon MacRae)	—	—	—	—	—	—	4.3	—	4.5	—	4.7	—	3.8	—	5.4	—	2.9	—	4.3
3. Kenny Baker	—	—	3.1	—	3.2	3.1	3.5	4.6	4.6	5.0	4.0	3.8	4.5	4.2	3.9	4.4	3.7	—	4.0
4. Jack Berch	2.0	1.7	2.6	—	3.1	3.5	4.0	4.3	4.0	3.9	5.1	4.8	4.7	4.1	3.8	3.7	3.6	—	3.7
5. Smilin' Ed McConnell	1.9	—	3.3	—	2.7	—	3.2	—	4.2	—	4.0	—	4.7	—	3.5	—	3.1	—	3.4
6. Teentimers (John Conte)	2.7	—	3.2	—	3.2	—	—	—	—	—	—	—	—	—	—	—	—	—	3.0
7. Morton Downey	1.7	2.3	1.9	—	2.5	2.0	2.2	2.0	2.1	2.0	—	—	—	—	—	—	—	—	2.1

### (Monday thru Friday evenings)

	Sept.		Oct.		Nov.		Dec.		Jan.		Feb.		March		April		May		Average
	15	30	15	30	15	30	15	30	15	30	15	28	15	30	15	30	15	30	
4. Jo Stafford	7.9	6.9	8.6	9.9	12.4	11.6	12.7	12.1	12.9	12.5	11.9	12.5	13.2	12.0	10.8	9.7	14.1	9.4	11.2
5. Perry Como	7.5	8.7	9.4	10.2	10.2	9.6	11.3	12.8	12.2	10.9	12.9	10.6	10.6	9.6	9.9	10.1	11.7	9.5	10.4
10. Jack Smith	4.9	5.6	7.8	8.4	9.0	8.8	8.6	8.7	8.7	9.6	10.5	9.1	9.9	8.8	8.9	8.1	7.1	6.4	8.3

# Platter Spinners Getting Free Disks From 61 Sources

(Continued from page 18)  
distrib org, until recently maintained a steadfast policy of not servicing free disks to spinners, and it is the former policy which appears to make up for their showing in the poll. Firm runs in the same regularity and timing category as smaller diskers like Apollo, Exclusive and Diamond.

Another revelation was that Vitacoustic, the firm which came up with the *Peg o' My Heart* better-than-million seller, did a limited amount of free disk distributing to aid its hit platter. Biggest impetus for that waxing came from the juke boxes.

One-third of the diskeries mentioned in the free distrib to spinners list are West Coast firms, most of them small outfits such as Alladin, Coast, Enterprise, Excelsior, Gold Seal, Jewel, Huckster, Pacific, Philo, Trilon and Tempo. Some Midwestern diskers such as King, Vitacoustic, Bullet, Vogue and Mercury were included, with the remainder including the major firms and smaller Eastern firms like National, Rainbow, Apollo, Swan, Vox, Juke Box, Key-note, Disc, Continental and Diamond.

## Spinners Reveal Gifts

Interesting, too, was the fact that the spinners revealed openly that they were receiving free platters from publishers with Broadcast Music, Inc. (BMI) showing the way in this type of jockey servicing. It has long been known that pubbers were romancing the jockeys, but never before has it been shown that they were making regular efforts to service spinners with disks of their songs. BMI's total votes reached that of most of the small diskeries.

Another previously unmentioned source for jockey contact via the free

disk route are the film companies. Paramount Pictures and Walt Disney showed up on the free disk lists as "regulars." Obvious tie-ins for their musical films via the disk jockey route apparently is the objective of the filmsters, with Disney at one time having gone so far as to make a special disk package show with top recording names to plug one of his pix.

Only about 20 per cent of the jockeys who answered the questionnaires maintained that they didn't receive free records, with several of those claiming they didn't want them because their station record libraries had enough disks for them. On the other hand, a few voiced resentment at local distrib for servicing the stations and not the individuals.

## Bill Harris Goes With Gale Agency

NEW YORK, Aug. 2.—Bill Harris this week retained attorney Lew Lebish to represent the trombonist as financial and business manager, and at the same time Harris inked a booking pact with the Gale Agency. Gale's signing of Harris marks the second invasion of the white dance band field by the agency, which recently signed the Tommy Reynolds ork.

Present plans call for Harris to join Norman Granz's *Jazz at the Philharmonic* group in September, then Gale will build a small combo, including Flip Phillips and Dave Tough, around Harris for location bookings, gradually adding to the size of the group in an attempt to build it into a major attraction.

## Hwd. Diskers Set Plan To Ship Wax East Via Planes

HOLLYWOOD, Aug. 2.—Agreement was reached last week between four Hollywood independent record firms and Flying Tigers Airlines to ship platters airfreight to major Eastern markets at a new reduced rate, thus guaranteeing delivery to Eastern distributors within five days after an order is received. Platteries skedded to start the new service this week included Modern Records, Exclusive, Specialty and Aladdin.

Waxeries will pay Tigers approximately \$9.65 per 100 pounds, averaging 4½ cents per disk. New rate is far below air express charges of \$16 per 100 pounds or 8 cents per disk, and slightly above trucking charges of \$6 for 100 pounds, or 3 cents a record. Average time of truck shipments has heretofore been three weeks, which has often prevented diskers from filling orders while demand was hot. Tigers will fly platters to Baltimore, Philadelphia, Washington and New York.

Airfreighters have secured rate approval from the Civil Aeronautics Board and are set to start the new service at once. Tigers will retain the right to hold shipments until proper loading schedules are set, but guarantee delivery within five days. Diskers estimate shipments of more than 250,000 disks monthly will be reached by early September.

## VOTE CAPITOL TOPS

(Continued from page 18)  
ment, with Columbia following on the RCA firm's tail. The smaller Majestic and Signature diskeries topped biggie Decca in all categories, with Decca ending up in sixth slot in all four classes. However, Decca's execs have been taking steps in the past few months to improve their disks' surfaces and lasting qualities—an effort which shows that the firm has been aware of mechanical shortcomings.

In the tone and reproduction category, the spinners in their voting showed that they preferred "echo" type recording techniques to any other. Capitol and Columbia both employ similar large hall recording techniques, while showing of Vitacoustic in seventh slot in this class, with its echo-chambered waxing of *Peg o' My Heart* the firm's only claim to national recognition to date, further emphasizes the jockeys' preference for resonant sounds on wax.

## Vogue Surprise

Surprise showing in the mechanical contest was the inactive Vogue diskery's eighth as an all-around mechanical topper. Vogue was the Detroit firm which turned out picture disks in plastic and which currently is turning out records for Decca and special review and disk jockey disks for Mercury.

## SPINNER SIDELIGHTS

(Continued from page 19)  
was gratified to know that BB considered the disk jockey an important part of the music industry. He has found that constant repetition of any disk can shove its sales up—that comes directly from local record stores.

Ross Weller, WHAM, Rochester, reports that few record manufacturers service his station, despite its 50,000 watts. He also reports little or no personal contact by artists' flacks, despite the fact he would be able to spot them on his show.

All-in-all, it would appear that the First Annual Disk Jockey Poll won't be *The Billboard's* last, if the jocks have anything to say about it.

## Hollyw'd Labor Probe To Touch Stage, Air, Pix

(Continued from page 4)

pass American Federation of Musicians (AFM) restrictions on the use of live music on television, AFM's attitude toward frequency modulation broadcasting, and the squabble between Earl Carroll and Local 47, AFM. In addition, government reps will probe jurisdictional film union disputes which have been hampering pic production.

That the committee is intent on ferreting out the squabble between videocasters and Petrillo was indicated when it was learned that the House group has subpoenaed Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System and chairman of the board of Mutual Broadcasting System. Weiss is expected to be queried on his video operations only, relating the experience of Don Lee's tele outlet, W6XAO, which has been on the air for the past 16 years in Hollywood. Earl Carroll and toppers of Local 47 are also expected to give early testimony.

With the hearings of vital interest to Hollywood trade, an attempt was made late Thursday (31) to arrange for broadcast of the proceedings from the hearing chambers, but the request was nixed by the committee representative, Irving McCann, on grounds that the investigation was a serious matter and not to be treated as radio fare.

## Mus-Art Books St. Lou Statler

NEW YORK, Aug. 2.—Mus-Art Booking Corporation scored its first major coup this week when it placed an ork into the St. Louis branch of the Statler Hotel chain. The Statler spots long had been Music Corporation of America (MCA) strongholds. Former MCA man in charge of the Statler chain, Al Gazely, now is working for Mus-Art, and it was Gazely who negotiated and set the St. Louis date for the agency. Ork set for the St. Louis hotel is led by pianist Arturo Arturos and will open September 21 for an indefinite run.

Mus-Art this week also added a new Latin ork to its roster, Chico and his band. The agency set Chico into the Havana-Madrid niter here for a date to begin in two or three weeks.

## DISK PLUGGING PAYS

(Continued from page 18)  
which is just six months old. Decca, in seventh place, was followed by Mercury and Sonora, with the Diamond and Exclusive labels winding up in a dead heat for 10th position.

Signature and MGM again ran five-six among the firms offering the best information on new releases and artists, with Mercury, Sonora, Decca and Exclusive filling out the first 10 spots.

## MGM Fifth

Disk jockeys ruled that MGM's distributor co-operation rated the diskery the No. 5 slot in that category, with Signature following. Decca, in seventh place, finished ahead of Mercury, Sonora and Apollo.

Decca's position in the above balloting reflects its shortcomings in the contacting and servicing of disk jockeys, a condition that existed until a few months ago when the firm formed an artists' and radio relations division under the direction of Mike Conner. As a result, the jockeys are just now beginning to feel the impact of the program.

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NO BALLYHOO • JUST SONGS**

*"I'm Having a Lot of Fun  
Growing Old"*

A swell tune—a great lyric—a new idea—DIFFERENT

*"Ev'ry Thing'll Be All Right"*

A RHYTHM NOVELTY • GREAT BAND TUNE

and . . .

(WHEN I SAY I LOVE YOU)

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"WHERE BROADWAY MEETS THE CIRCLE"

# Disk Jockeys Clamor for More Biog Data on Artists

(Continued from page 19)

Ralph Burge, WMPS, Memphis, and a number of his brother spinners asked that the recording companies stamp the playing time of a disk on the label. This would be a big help in programing and would allow for complete plays on all disks skedded for any one airing.

Another piece of information which the jockeys would like to see printed on the label would be the music source of each tune. As Joe Martin, WNAX, Yankton, N. D., put it, this would help all the non-ASCAP station jockeys. Several other jockeys would also like to see the publisher receive billing on the labels.

Many spinners, including Allan Cook, WHNC, Henderson, N. C., were impressed with Capitol's file card releases, and went on record as wanting the same type of service from other diskeries. Practically all jockeys wanted advance notice of new releases. John McCormack, WBBM, Chicago, was among the group requesting the diskeries to supply them with the advance info.

### Reasons for Selections

Don Mitchell, WAGA, and a group of spinners want the press agents to supply them with reasons behind the selection of certain songs by recording artists. Along the same lines, many jockeys who have helped to revive a number of oldies, including *Heartaches*, would like to know who is responsible for re-releasing those disks.

Henry Howard, WATR, Waterbury, Conn., and a select group of spinners who are interested in the classics, report that info regarding these releases is practically nil, and they would like to get some sidelights on the longhair releases.

### Personal Appearances

While some press agents have specialized in publicizing their clients by arranging for local personal appearances on the disk jockey sessions, Bill Wigginton, WCCO, Minneapolis, and many other spinners report they would welcome this type of tie-in. And a large group, like Bob Forster, of WICA, Ashtabula, O., who are off the live talent beat, would like to arrange transcribed interviews with artists. This would include questions asked from a prepared script, with only the answers on the transcriptions. Berne Enterline, WMMJ, Peoria, Ill., goes a step further in suggesting that artists record greetings for use by the jockeys. In this regard, Signature last week arranged for Johnny Long, Monica Lewis and Larry Douglas to record six openings and closings which can be used by the spinners.

Many jockeys wanted to know how they could get more records for use on their shows. Bernie Mack, WMUR, Manchester, N. H., reported the service was much better from the indies in this regard, while Buck Kinnaird, KBLK, Clarksburg, W. Va., indicated that the all-around service could stand improvement.

### Photos Requested

Another interesting request received from many jockeys was for photos of orks, leaders and vocalists. Jockeys requested the full-ork photos so they could get some idea of what the outfit looked like, and wanted the individual pictures in order to be able to better describe the leaders and singers before playing their records.

Pat Beard, WSTP, Salisbury, N. C., together with a number of other turntable laddies, would like to see the recording companies stamp the date the recordings were cut on the labels. This info would be of value when filing away disks for future use. Many of the same group said

they'd like to get recordings of the themes of orks and artists which could be used to open and close program periods devoted to the particular ork or artist.

Over-all, the disk jockeys are looking for material from the flacks that will help them prepare better shows, and which will give them an opportunity to offer the type of chatter which will be of the greatest interest to their listening audience.

# Ork Leaders, Flacks Best In Promotion

(Continued from page 19)

McCarthy was one of the first in his field to recognize and cultivate the spinners as a source of promotion. He was the only individual to show in the best all-around press job contest, which allowed spinners to pick both individuals and diskery flack department reps for the crown. In this latter contest, which was copped by Capitol Records, most spinners credited a diskery for work which they would have credited an individual had they known his name. Particularly sloughed was the Capitol Records' press topper, Daniel Anderson.

Gene Howard, who finished second to McCarthy in both flack classes, was former vocalist, then advance man and finally West Coast flack for Stan Kenton's ork. Kenton's flackery was further represented in the personal appearance co-operation category with Milton Karle, who handles the entire Carlos Gastel flack, landing fifth slot. Henry Okun rated third in the disk promotion class, with Okun's last big job having been working on Blue Barron's recording of *Chi Baba, Chi Baba*. Paul Brown, advance flack for Charlie Spivak, who is well-liked among Eastern spinners, showed well in the first five in each category. Only flackery to show up in the results which did their work via the telephone and mails was the George Evans office, which handles Elliot Lawrence, Duke Ellington, Dinah Shore, Frank Sinatra and Hal McIntyre (all of whom placed in the popularity polls), among others.

Among the diskers, the effect of the comparatively new MGM diskery's flack, operation apparently has made an impression with the spinners already, with that diskery showing up among the toppers behind such sturdy disk promotion advocates as Mercury, Signature and Majestic in addition to Victor, Columbia and Capitol. Decca, which only recently began to work out an artists' relations and flack set-up embodying jockey romancing, showed that the firm is off on the right foot by tying for seventh slot with MGM in the category of most co-operative distributors in arranging personal appearances. Since Decca owns its own distrib outlets, it is presumed that this result is a reflection of the diskery's progress in a few short months.

Spinners voted only sporadically for booking offices as being an aid in arranging personal appearances, with some jockeys pointing out that instances of agency co-operation are far apart. Nevertheless it is interesting to note that only two of the top agencies, Music Corporation of America and General Artists Corporation (in a dead heat for first place), showed at all in the voting. Others like William Morris, McConkey and Frederick Bros. were not mentioned at all.

**TWO SURE-FIRE MONEY-MAKERS!**

*Lawrence*  
**WELK**

*and his Champagne Music*

**BUBBLING OVER WITH COIN APPEAL**

**"SMOKE, SMOKE, SMOKE"**  
(THAT CIGARETTE)  
vocal by **BOB "TEX" CROMER**  
BACKED BY  
**"PIC-A-NIC-IN"**  
(IN THE PARK)  
vocal by **BOBBY BEERS and JOAN MOWERY**  
Decca #24113

**"WHIFFENPOOF SONG"**  
vocal by **JOAN MOWERY and BOBBY BEERS**  
backed by  
**"DOIN' YOU GOOD"**  
vocal by **BOBBY BEERS**  
Decca #23990

**"RED SILK STOCKINGS AND GREEN PERFUME"**  
vocal by Bob "Tex" Cromer  
backed by  
**"I WON'T BE HOME ANYMORE WHEN YOU CALL"**  
vocal by Joan Mowery and Bob "Tex" Cromer  
Decca #23946

**"CHI-BABA, CHI-BABA"**  
vocal by **BOBBY BEERS and JOAN MOWERY**  
backed with  
**"MY PRETTY GIRL"**  
vocal by **BOBBY BEERS**  
Decca #23878

**NOW! 18th engagement**  
**TRIANON BALLROOM**  
Chicago

Also now available  
**Lawrence Welk's new Polka Album containing**  
**CLARINET POLKA, BEER BARREL POLKA**  
and six other great sides.

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"YOU'RE NOT SO EASY TO FORGET"  
"CUBAN LOVE SONG"

— LR 1038 —

"... should reap a harvest for all concerned"

— CASHBOX

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"HOLD ME"  
"AND STILL YOU'RE MINE"

— LR 1039 —

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## Irked by BBC's Longhair Bias, Orksters Want Sponsored Pop

LONDON, Aug. 2.—The British Dance Band Directors' Association (DBDA), affiliated with the British Musicians' Union, is preparing a statement which will propose that the British Broadcasting Corporation (BBC) set up the first sponsored program in the history of England's government-owned radio, in order to supplement the British public's currently light air diet of pop and jive music.

DBDA will try to prove that BBC is sloughing off modern dance music, pointing out that the three BBC programs are now airing less pop music than they did during the war. The statement also will draw a comparison between BBC and American stations, in which it will say that American station time for pop music runs two to one over BBC's allotment.

### Want Share of Air Time

The British orksters will discuss the statement with "interested organizations," then ask the government to make available to them a portion of BBC's air time. Orgs which have expressed interest in DBDA plan have been mainly from British music publishing circles.

In addition, British film interests, including J. Arthur Rank's org, and industrial interests topped by the Lever-Unilever Soap & Chemicals firm have expressed their anxiety to take an active part in promoting the proposed commercial airings. These interests all agree with the orksters that current British tastes tend to the pops rather than to longhair music, talks and plays which predominate current BBC listings.

Impartial British observers feel that the taste trend has been away from the DBDA idea of musical entertainment. But they do not deny that BBC has developed a strong longhair bias recently and therefore feel that sponsored light music programs at the moment would hardly be regarded in a favorable light.

Altho the DBDA has no intention of making its argument the foundation for a public-vs.-private enterprise issue, the group, supported by British pubbers, might start a parliamentary lobby in the hope of gaining sympathetic advocacy from the opposition parties. If such a lobby is started it will do no more than attempt to promote the orksters' idea in the interest of contemporary light music.

## Tax Expert Clarifies Leaders' Problems Under Social Security

(Continued from page 20)

due April 30, July 31, October 31 and January 1).

(3) At the close of the year, and by January 31 of the succeeding year, the band leader must furnish each employee from whose wages taxes have been withheld an original and a duplicate of Form W-2, showing the amount of the tax withheld during the year, and also a summary statement must be sent to the government showing a reconciliation of the amounts collected during the year from each employee with the amounts paid in during the four quarters of that year.

The employer (band leader) is acting in a fiduciary capacity when he withholds income tax from his employees. Inasmuch as the amounts collected will run into sizeable sums each month, it is important that these funds be segregated from other band assets.

### Government Regulations

The government regulations provide that each employer who withheld more than \$100 per month should pay this money to a depository and financial agent authorized by the Secretary of the Treasury to receive deposits of withheld taxes during that calendar month.

Your bank undoubtedly acts as a government agency, and is authorized to issue deposit receipts. The importance of paying this money over to your bank cannot be minimized, as failure to pay moneys collected for government subjects the delinquent to criminal penalties as mentioned above.

The band leader also must now anticipate the fact that he will have to pay additional taxes in the amount of 4 per cent of his total pay roll, and moneys should be put aside in a special tax account to provide for this liability. The leader now must pay the 1 per cent employer's share of the Social Security tax, together with 3 per cent which will cover federal and State unemployment insurance. Altho the State has issued no directive following the Supreme Court decision, the government requires payment of 3 per cent federal unemployment insurance where there

are eight or more employees for 20 days in 20 different weeks during a calendar year. The government allows a maximum 90 per cent credit against this 3 per cent tax for the payment of contributions to a State unemployment insurance fund. In other words, regardless of whether the band leader pays State unemployment insurance, the total of his State and Federal tax must be 3 per cent.

### Cannot Tax Himself

The leader, who is now responsible for withholding tax from his sidemen and other employees, cannot withhold tax from himself as an employer. If therefore follows that unless the leader has enough foresight to budget his earnings, and put aside enough money to pay his personal income tax, he will find himself in a very difficult position at the end of the year, as he will have spent a considerable part of his earnings, and will have had no moneys paid in against his personal income tax.

As an example, an entertainer in the 80 per cent bracket has to earn \$5 in order to keep \$1, as the other \$4 belongs to the government. An idea of the amount of income tax liability which accrues on various net incomes can be seen in the following chart:

Net Income	Income Tax
\$10,000	\$2,346.50
15,000	4,270.25
20,000	6,645.25
25,000	9,362.25
30,000	12,264.50
40,000	18,425.25
50,000	25,137.00
60,000	32,247.75
70,000	39,643.50
80,000	47,324.25
90,000	55,290.00
100,000	63,450.75

I have recommended to my clients the establishment of a special tax account at their bank, and the deposit of an estimated amount to this account weekly so that the estimated income tax liability can be fully paid up by the end of the year. It is strongly recommended that this procedure be followed and that the payments be made to the government quarterly via the medium of estimated federal income tax returns.

## Enthusiasm Over Disk Jockey Convention Cools Off When Pic Promotion Tie-Up Is Revealed

CHICAGO, Aug. 2.—Recent proposal to hold a national disk jockey convention, after being received warmly by platter spinners here and in New York, cooled off when the disk twirlers learned that the "convention" was going to be a movie promotion conducted by Universal-International (U-I) flickery for the next Deanna Durbin pic, *Something in the Wind*.

Move for the conclave, which would be held at the Hotel Sherman August 15 to coincide with a U-I disk jockey promotion, was instigated by local spinner Hugh Douglas thru a release sent out by his wife, Julie Drake, who is listed as the convention's publicity director. News release stated that "Douglas was appointed by a convention committee." Mrs. Douglas said that she had taken it upon herself to appoint her hubby to act as chairman to get the ball rolling.

### Her Suggestion

Mrs. Douglas further admitted that it was she who persuaded local U-I reps to work out the one-day spinner meet in conjunction with the preem of the Durbin flick, in which the star portrays a fem disk jockey. She said that U-I had agreed to work with her in promoting the Chi convention and that she had sent out 70 invites, with 30 more to follow. She added that U-I had agreed to back the deal financially and that now she was trying to get them to guarantee transportation to out-of-town jocks who participated.

But a spokesman for the U-I flack office claimed that the studio did not intend to make any excessive expenditure and did not intend to pay any travel costs. He also said the spinner confab is merely part of a promotion campaign among disk jockeys to publicize the pic Spokesman further added that "convention" expenses would be still less if Ernest Byfield, Sherman Hotel prexy, would

contribute hotel facilities in return for publicity the spot would gain from a national broadcast which would emanate from there. But the U-I rep added that the airer still was only in the "formative" stage.

### Jocks Skeptical

Jockeys both here and in New York are steeped in doubt about the legitimacy of a true spinner convention. Most feel that, if there is to be a convention at all, it should be jockey-inspired, so the nation's spinners shouldn't kick off a national conclave under obligation to a movie firm or any other type of non-jockey sponsor. Chi jocks, including local faves Dave Garroway, Linn Burton, Ernie Simon and Bob Tunison, who flacks for Eddie Hubbard, agreed that organized local spinner associations were the orgs that should lay the groundwork for a convention. They further pointed out that the number of spinners in the U. S. today runs around 1,800 and consequently 100 invites to Chi meet mean little.

Other spinners pointed out that even as a promotion they would be averse to the U-I "convention." These claimed that movies have never aided jockeys and that they didn't feel station managers would appreciate movie plugging for free that didn't correlate with whirling platters over the air.

### Much Temporizing

Byfield hadn't given the convention idea much time when contacted, but said he would have a statement on it early next week. Three Chicago diskers said they would have to know which spinners attended before they set aside budgets for entertainment facilities for the projected convention.

Meanwhile it was learned in New York that invitations had been received by several spinners, but there was no word on just what action these jockeys intend taking.

## AMP Sale to BMI Confirmed; Tompkins Becomes AMP Prez

NEW YORK, Aug. 2.—Consumation of the sale of Associated Music Publishers, Inc. (AMP) to Broadcast Music, Inc. (BMI) (*The Billboard*, June 28) was officially confirmed yesterday by Carl Haverlin, president of BMI, and Harry Houghton, president of Associated-Muzak, following several weeks of work on the papers by the legal reps of both concerns.

With the purchase of all of the capital stock of AMP by BMI, Merritt Tompkins, BMI veepee, moves over to AMP as prexy, the position he left to help form the licensing agency in 1939.

Included in the purchase are the publishing and performing rights in the complete AMP catalog as well as in the catalogs of 15 foreign music pubberies, including Breitkopf & Fartel, Leipzig; M. P. Balaieff, Leipzig; Ed Bote & G. Bock, Berlin; Editions Max Eschig, Paris; Julius Hainauer, Ltd., London; Kahn's Schering Ed., Leipzig; F. E. C. Leuckart, Leipzig; Nagel Musical Archives, Hanover; B. Schott's Sohne, Mainz; Schott & Co., Ltd., London; N. Simrock, Leipzig, and Universal Editions, Vienna.

The joint Haverlin-Houghton statement further said: "In addition to publishing and acting as an agent for standard musical works, scores and educational material, AMP will take over the sale of editions of

standard music published by BMI." Haverlin was still on the West Coast at the time the sale was announced.

## Freddy Martin Will Work His Way West

NEW YORK, Aug. 2.—Freddy Martin, who is playing the Strand here as part of his first Eastern trip in seven years, will work his way back to the West Coast playing a couple of theater dates on the way.

Martin will play the Riverside Theater, Milwaukee, September 11-17, and the Oriental, Chicago, September 18-24. He then will return to his long-time location, the Ambassador Hotel, Los Angeles, opening September 30 for the fall season.

## New Posts at Columbia For Cook and Wheeler

NEW YORK, Aug. 2.—The Columbia Recording Corporation has appointed W. Fisher Cook head of shipping and finished stores and William A. Wheeler manager of the transcription department in Hollywood.

Cook was formerly in charge of packing and billing customer orders at the Albany plant. Wheeler, before joining Columbia, was associated with World Broadcasting.

VITA *acoustic* presents

A NEW RECORD WITH TWO HITS

6A "the lady from 29 palms"



will charm millions with the danceable easy to listen to music of

# Henry Busse

and his famous orchestra

famous originator of the inimitable shuffle music

6B "Jalousie"

Outstanding, new, unique arrangement

VITA *acoustic* Records "LIVING SOUND"

VITA *acoustic* the label that gave you HARMONICAT'S "Peg O' My Heart"

CHICAGO NEW YORK HOLLYWOOD

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it's super-stafford...  
jucker-jo!

what...!?!.

That 'Sunday-Kind-of-Love' girl has  
ielded to 'Tim-Tayshun' again and is

# 'FEUDIN' AND FIGHTIN'

It starts with a bang (two of 'em!)  
and sets a sizzling pace.  
With the Starlighters and  
Paul Weston and His Orchestra

Flipover:  
**'LOVE AND THE  
WEATHER'**  
by Irving Berlin  
with Paul Weston and His Orchestra



CAPITOL RECORD  
No. B-443

**Capitol**  
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RECORDS

## The Billboard MUSIC POPULARITY CHARTS

PART  
I

### The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending  
August 2



## HONOR ROLL OF HITS

This Week Last Week

- 1. PEG O' MY HEART** 1  
*By Alfred Bryan and Fred Fisher  
Published by Robbins (ASCAP)*  
 Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nickleland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chckering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052. Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
- 2. I WONDER, I WONDER, I WONDER** 2  
*By Darryl Hutchins  
Published by Robbins (ASCAP)*  
 Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lomardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straefer Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143; Glenn Davis, Skating Rhythms, SR-236. Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
- 3. THAT'S MY DESIRE** 3  
*By Carroll Loveday and Helmy Gresa  
Published by Mills (ASCAP)*  
 Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235. Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard.
- 4. CHI-BABA, CHI-BABA** 4  
*By Mack David, Al Hoffman and Jerry  
Livingston; published by Oxford (ASCAP)*  
 Records available: Blue Barron, MGM 10027; Connee Boswell, Apollo 1064; The Charloters, Columbia 37384; Perry Como, Victor 20-2259; Sherman Hayes Ork, Aristocrat 1001; Peggy Lee, Capitol 419; Ted Martin, De Luxe 1080; Louis Prima, Majestic 1133; Henry Rene Musette Ork, Victor 25-1085; George Towne Ork, Sonora 2023; Lawrence Welk, Decca 23878; Glenn Davis, Skating Rhythms, SR-238. Electrical transcription libraries: George Towne Ork, Associated; Blue Barron, Lang-Worth; Nat Brandwynne Ork; Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Ernie Filice Quartet, MacGregor; the Four Knights, Lang-Worth; Lawrence Welk, Standard.
- 5. ACROSS THE ALLEY FROM THE ALAMO** 5  
*By Joe Greene; published by  
Capitol Songs (ASCAP)*  
 Records available: Earle Hagen Ork, Mercury 3060; Woody Herman, Columbia 37289; Stan Kenton, Capitol 387; Mills Brothers, Decca 23663; The Three Suns, Victor 20-2272; The Starlighters, Mercury 3060; Glenn Davis, Skating Rhythms, SR-237. Electrical transcription libraries: Les Brown, World; Lawrence Welk, Standard.
- 6. I WONDER WHO'S KISSING HER NOW** 6  
*By W. M. Hough, F. R. Adams and  
J. E. Howard  
Published by E. B. Marks (BMI)*  
 From the 26th Century film "I Wonder Who's Kissing Her Now."  
 Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-alres, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15. Phil Reed, Dance-Tone 119. Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozile Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.
- 7. ASK ANYONE WHO KNOWS** 7  
*By Eddie Seiler, Sol Marcus and Al Kauf-  
man; published by Witmark (ASCAP)*  
 Records available: Joe Dosh, Continental C-11001; Larry Douglas, Signature 15123; Anita Ellis, Mercury 3059; Eddy Howard, Majestic 1124; Ink Spots, Decca 23900; Sammy Kaye, Victor 20-2239; Dinah Shore, Columbia 37344; Kate Smith, MGM 10028; Four Vagabonds, Apollo 1060; the Velvetones, Sonora 2014; Margaret Whiting, Capitol 410. Electrical transcription libraries: Les Brown, World.
- 8. TALLAHASSEE** 10  
*By Frank Loesser  
Published by Famous (ASCAP)*  
 From the Paramount film "Variety Girl."  
 Records available: Bing Crosby-Andrews Sisters, Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-the Pied Pipers, Capitol 422; Vaughn Monroe, Victor 20-2294; Dinah Shore-Woody Herman, Columbia 37387; Kate Smith, MGM 10028. Electrical transcription libraries: Art Mooney, Associated; Russ Morgan, World.
- 9. IVY** 8  
*By Hoagy Carmichael  
Published by Burke-Van Heusen (ASCAP)*  
 From the Universal-International film, "Ivy."  
 Records available: Dick Haymes, Decca 23877; Woody Herman, Columbia 37329; Ray McKinley Ork, Majestic 7223; Vaughn Monroe, Victor 20-2275; Jo Stafford, Capitol 388. Electrical transcription libraries: Les Brown, World; Tony Pastor, Lang-Worth.
- 10. MAM'SELLE** 8  
*By Mack Gordon and Edmund Goulding  
Published by Feist (ASCAP)*  
 Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Al Gayle and His Harmonicords, Aladdin 536; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pied Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240. Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated; Charlie Spivak, World.



**RCA VICTOR'S**  
**VAUGHN MONROE!**

Vaughn and The Moon Maids outdo themselves in these terrific new tunes from the pic "Mother Wore Tights!" Both are by Mack Gordon—top-notch song plugger who wrote "Mamselle"—and you can bet they'll roll!

**Kokomo, Indiana**  
**AND**  
**You Do**

RCA Victor 20-2361



**RCA VICTOR'S**  
**DENNIS DAY!**

with Charles Dant and his Orchestra  
Irving Berlin's first new song of the year . . . sincere feeling in slow ballad style. On the flip, Dennis brings the Gay Nineties back to life. Chalk up another smash hit for Day!

**Love and the Weather**  
**AND**  
**Naughty Angeline**

RCA Victor 20-2360



**RCA VICTOR'S**  
**BILL JOHNSON!**

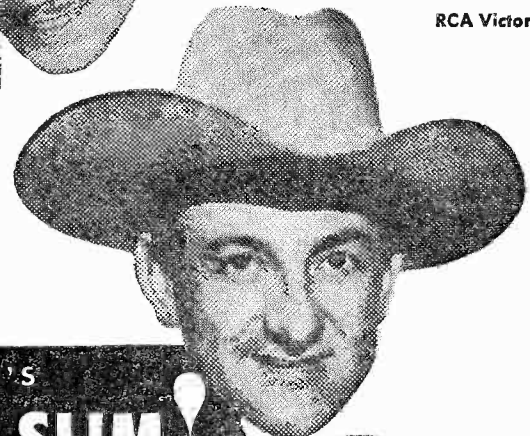
and his Musical Notes  
**Half a Love**

Gus Gordon on the romantic lyrics with the Quartet polishing off the last few bars.

**Leave it to Fate, Gate**

Bill and the Quartet take off in a fast rhythm number that's right in their groove. This coupling's got the same stuff as their hit records, "Don't You Think I Oughtta Know" and "Shorty's Gotta Go."

RCA Victor 20-2362



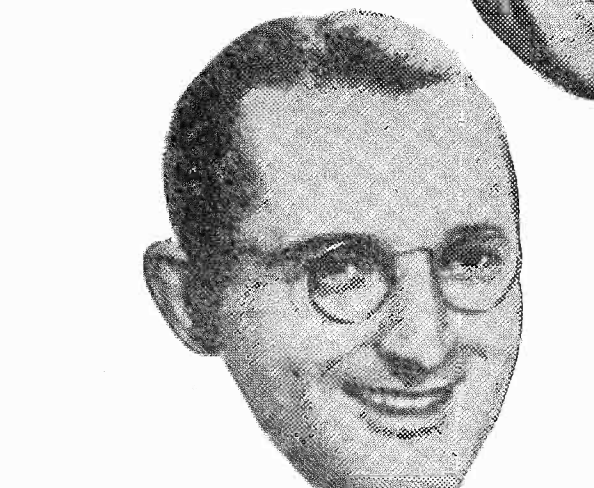
**RCA VICTOR'S**  
**MONTANA SLIM!**

and the Big Hole Bronco Busters. The Yodeling Cowboy records again with fine rustic feeling after five years on his Canadian ranch. "A" is a fast-pacer . . . "B" is on the thoughtful side with a strong country-music twang.

**Too Many Blues**  
**AND**

**Singin' on Borrowed Time**

RCA Victor 20-2364



**RCA VICTOR'S**  
**TOMMY DORSEY!**

**Kate**

(Have I Come Too Early, Too Late)

Dorsey does it with a good lilt that gives the band and The Town Criers a chance to drive. Tonic for nickel mills!

**I'll Be There**

Here's a number his Casino Gardens customers are all steamed up about. It's the old Dorsey . . . like his "I'll Never Smile Again." (Vocal by Stuart Foster and The Town Criers.)

RCA Victor 20-2363

**VIVIEN GARRY QUINTET**

**I'm in the Mood for Love**

**AND**

**Operation Mop**

RCA Victor 20-2352

**BIG MACEO**

Blues singer with Tampa Red, guitar; Ernest Crawford, string bass; Eddie Boyd, piano; Melvin Draper and Charles Sanders, drums.

**My Own Troubles**

**AND**

**I Lost My Little Woman**

RCA Victor 20-2353



**RCA VICTOR'S**  
**ZEKE MANNERS!**

and his Band

**Met A Texas Gal**

(In Cal-i-for-ni-a)

Zeke sings it with a happy lilt, backed by the close harmony of The Singing Lariateers. His coast-to-coast radio popularity makes this coupling a sure puller.

RCA Victor 20-2349

**RCA VICTOR'S**  
**CLIFF CARLISLE!**

and The Buckeye Boys

**You Just Wait and See**

A dyed-in-the-wool country troubador sings his disillusioned ditty with country fiddling and guitar adding earthy flavor.

**Death by the Roadside**

A tragedy in song! With his voice full of sadness, Cliff chants the tale of drunken driving.

RCA Victor 20-2351

**You Are So Different**

The Singing Lariateers put strong sentiment in their serenade to a broken romance. Sad rhythmic bounce is irresistible.

**THE STARS WHO MAKE THE HITS ARE ON**  
**RCA VICTOR RECORDS**

1200 Teenagers  
Can't Be Wrong!!

In selecting  
**AIN'TCHA EVER  
COMIN' BACK**

By AXEL STORDAHL, IRVING TAYLOR and PAUL WESTON

as the **Click**  
TUNE OF THE MONTH

At the July TUNE OF THE MONTH PARTY ... held at the CLICK in Philadelphia ... 1200 teenagers selected "AIN'TCHA" as their favorite juke box tune ... over eleven others submitted by all the major record companies.

Here's how "AIN'TCHA" will be promoted:

- Disc Jockey shows will plug the tune as the number one juke box favorite.
- "AIN'TCHA" will be in the number one position on most of the 5200 juke boxes in Philadelphia.
- The DAWN PATROL, top all-night radio program in Philadelphia area (and country) will feature "AIN'TCHA" throughout the month of August.
- Constant playing on the 21 network and local air shots from CLICK, every week, by the current band.

August Parade of Bands who will feature the song at the



RAY EBERLE · ART MOONEY · RAY ANTHONY  
DESI ARNAZ · TEX BENECKE

Recordings by

FRANK SINATRA—Columbia      TONY MARTIN—Victor  
PEGGY LEE—Capitol          MERRY MACS—Majestic  
JOHNNY JOHNSTON—MGM      PHIL BRITO—Musicraft

Transcriptions by

FRANKIE CARLE—Langworth      EDDY HOWARD—World  
SKINNAY ENNIS—Standard      SKITCH HENDERSON—Capitol

**Sinatra Songs, Inc.**  
NEW YORK · CHICAGO · HOLLYWOOD

**Billboard** MUSIC POPULARITY CHARTS  
PART II  
Sheet Music  
Week Ending August 2

**BEST-SELLING SHEET MUSIC**

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	Position Last Week	Position This Week	Title	Composer	Publisher
11	1	1	PEG O' MY HEART (R)		Robbins
11	4	2	ACROSS THE ALLEY FROM THE ALAMO (R)		Capitol Songs
10	2	3	CHI-BABA, CHI-BABA (R)		Oxford
12	3	4	I WONDER, I WONDER, I WONDER (R)		Robbins
13	3	5	THAT'S MY DESIRE (R)		Mills
5	5	6	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks	
19	7	7	ASK ANYONE WHO KNOWS (R)		Witmark
22	8	8	MAM'SELLE (F) (R)		Feist
5	9	9	LINDA (R)		E. H. Morris
2	13	10	IVY (F) (R)		Burke-Van Heusen
18	14	11	ALMOST LIKE BEING IN LOVE (M) (R)		Sam Fox
4	10	12	IF I HAD MY LIFE TO LIVE OVER (R)		General
2	15	13	TALLAHASSEE (F) (R)		Famous
4	12	14	WHEN YOU WERE SWEET SIXTEEN (R)		Shapiro-Bernstein
19	6	15	MY ADOBE HACIENDA (R)		Peer

**ENGLAND'S TOP TWENTY**

Weeks to date	Position Last Week	Position This Week	Title	Composer	Publisher
14	1	1	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
13	2	2	A GAL IN CALICO	Feldman	Remick
11	3	3	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
3	7	4	MAM'SELLE	Francis Day	Feist
6	4	5	I GOT THE SUN IN MY EYES	Chappell	Berlin
4	6	6	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
16	5	7	TELL ME, MARIANNE	Southern	*
1	—	8	NOW IS THE HOUR	*	*
5	10	9	THEY SAY IT'S WONDERFUL	Chappell	Berlin
9	15	10	COME BACK TO SORRENTO	Ricordi	Public Domain
14	8	11	TRY A LITTLE TENDERNESS	Campbell-Connelly	Robbins
7	11	12	HEARTACHES	Campbell-Connelly	Leeds
29	12	13	ANNIVERSARY SONG	Campbell-Connelly	Mood
8	9	14	TIME AFTER TIME	Sinatra Songs	Edwin H. Morris
22	17	15	HOW LUCKY YOU ARE	Kassner	*
27	13	16	APRIL SHOWERS	Chappell	Williamson
7	15	17	DEAR OLD DONEGAL	Leeds	Leeds
33	16	18	THE STARS WILL REMEMBER	Feldman	*
13	—	19	YOU WENT AWAY AND LEFT ME	Box and Cox	*
16	18	20	HEAR MY SONG, VIOLETTA	Dix	Crawford

\* Publisher not available as The Billboard goes to press.

**PLAY STATUS OF FILMS WITH LEADING SONGS**

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

- ANNIVERSARY SONG (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- AS LONG AS I'M DREAMING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.
- I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- I WISH I DIDN'T LOVE YOU SO (Paramount), sung by Betty Hutton in Paramount's "Perils of Pauline." National release date—July 4, 1947.
- I WONDER WHO'S KISSING HER NOW? (E. B. Marks), in 20th Century-Fox's "I Wonder Who's Kissing Her Now?" National release date not set.
- IVY (Burke-Van Heusen), in Universal's "The Sign of the Cross." National release date—June, 1947.
- MAM'SELLE (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
- MY HEART IS A HOBO (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.
- TALLAHASSEE (Famous), in Paramount's "Variety Girl." National release date not set.
- TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- WOULD YOU BELIEVE ME (Remick), sung by Trudi Erwin in Warner Brothers' "Love and Learn." National release date—May 3, 1947.

# FILM-TUNE HEADLINERS

... and favorites in Juke Boxes, Retail Stores and on Disk Shows across the nation

from the PARAMOUNT PICTURE  
"PERILS OF PAULINE"

Starring Betty Hutton and John Lund

SONGS BY FRANK LOESSER

I WISH I DIDN'T  
LOVE YOU SO

Dick Haymes—Decca  
Dinah Shore—Columbia  
Vaughn Monroe—Victor

Helen Forrest—MGM  
Betty Hutton—Capitol  
Dick Farney—Majestic

POPPA, DON'T PREACH TO ME

Betty Hutton—Capitol  
Phil Harris—Victor

Dinah Shore—Columbia  
Merry Macs—Majestic

RUMBLE, RUMBLE, RUMBLE

Betty Hutton—Capitol

Murphy Sisters—Apollo

THE SEWING MACHINE

Betty Hutton—Capitol

from the PARAMOUNT PICTURE  
"VARIETY GIRL"

An All-Star Cast

SONGS BY FRANK LOESSER

TALLAHASSEE

Bing Crosby & Andrew Sisters—Decca  
Vaughn Monroe—Victor  
Dinah Shore & Woody Herman—Columbia  
Johnny Mercer & Pied Pipers—Capitol  
Kate Smith & 4 Chicks and a Chuck—MGM  
Ray Dore—Majestic

HE CAN WALTZ  
YOUR HEART CALLING MINE

from the PARAMOUNT PICTURE  
"DEAR RUTH"

Starring Joan Caulfield and  
William Holden

by JOHNNY MERCER and  
ROBERT EMMETT DOLAN  
FINE THING

Charlie Spivak — Victor  
Les Brown — Columbia  
Dick Farney — Majestic

## Two Outstanding "POP" Songs by FRANK LOESSER

### BLOOP BLEEP

Danny Kaye—Decca  
Woody Herman—Columbia  
Alvino Rey—Capitol

Deep River Boys—Victor  
Frank Loesser—MGM  
Two-Ton Baker—Mercury

### WHAT ARE YOU DOING NEW YEAR'S EVE?

Charlie Spivak—RCA Victor  
Margaret Whiting—Capitol  
Dick Haymes—Decca

Kay Kyser—Columbia  
Art Lund—MGM

### STELLA BY STARLIGHT\*

BY NED WASHINGTON AND VICTOR YOUNG

Ray Bloch—Signature  
Billy Butterfield—Capitol  
Victor Young—Decca  
Dick Haymes—Decca  
Dennis Day—RCA Victor

Harry James—Columbia  
Frank Sinatra—Columbia  
Johnny Johnston—MGM  
Jack Fina—Mercury  
Ted Straeter—Sonora

### MY FUTURE JUST PASSED\*

BY GEORGE MARION JR. AND RICHARD WHITING

Dick Haymes—Decca  
Delta Rhythm Boys—Decca  
Hal McIntyre—MGM  
Joe Dosh—Continental

Harry James—Columbia  
Margaret Whiting—Capitol  
Ronnie Kemper—Signature

\*Beverly Music Corporation Sole Selling Agents

PARAMOUNT MUSIC CORP.  
1619 BROADWAY, NEW YORK, N. Y.

FAMOUS MUSIC CORP.  
1619 BROADWAY, NEW YORK, N. Y.

PUBLISHERS FOR PARAMOUNT PICTURES

# BMI Pin Up SHEET

## Hit Tunes for August

On Records

### CASTANETS AND LACE (Republic)

Sammy Kaye—Vic. 20-2345 • Bob Houston—MGM\*

### COME TO THE MARDI GRAS (Peer)

Xavier Cugat—Col. 37556 • Freddy Martin—Vic. 20-2288  
Victor Lombardo—Maj. 7243 • Fernando Alvares—Sig. 15145  
Andrews Sisters—Dec.\* • Dinning Sisters—Cap.\*

### IT TAKES TIME (London)

Benny Goodman—Cap. 376 • Louis Armstrong—Vic. 20-22289  
Doris Day—Col. 37324 • Guy Lombardo—Dec. 23865

### I WONDER WHO'S KISSING HER NOW (Marks)

Perry Como—Vic. 20-2315 • Ted Weems-Perry Como—Dec. 25078  
Jean Sablon—Vic. 25-0101 • Danny Kaye—Dec. 24110  
Joe Howard—DeLuxe 1036 • Frank Froeba—Dec. 23602  
Dinning Sisters—Cap. 433 • Ray Noble—Col. 37544  
Four Vagabonds—Apollo 1055 • Jerry Cooper—Diamond 2082  
Bobby Doyle—Sig. 15057 • D'Artega—Sonora 2012  
Foy Willing—Maj. 6013 • Jack McLean—Coast 8002  
Joseph Littau—Pilotone 5132 • Marshall Young—Rainbow 10002  
Ben Yost Singers—Sonora 1084 • Wayne King—Vic.\*

### JUST AN OLD LOVE OF MINE (Campbell-Porgie)

Billy Eckstine—MGM 10043 • Dick Farney—Maj. 7248  
Tommy Dorsey—Vic. 20-2371 • Peggy Lee—Cap.\*  
Doris Day—Col.\*

### LOLITA LOPEZ (Encore)

Freddy Martin—Vic. 20-2288 • Dinning Sisters—Cap. 433

### MY ADOBE HACIENDA (Peer)

Billy Williams—Vic. 20-2150 • Jack McLean—Coast 8001  
Coffman Sisters—Ent. 147 • Esquire Trio—Rhapsody 102  
Hammondairs—Mars 1037 • Eddy Howard—Maj. 1117  
Bobby True Trio—Merc. 3057 • Russ Morgan-Kenny Baker—Dec. 23845  
Louise Massey—Col. 37332 • Dinning Sisters—Cap. 389  
Art Kassel—Vogue 785 • Billy Hughes—King 609

### SMOKE! SMOKE! SMOKE! (That Cigarette)

Tex Williams—Cap. 40001 • Phil Harris—Vic. 20-2370  
Lawrence Welk—Dec. 24113 • Deuce Spriggins—Coast 263

### STORY OF SORRENTO (Pemora)

Buddy Clark-Xavier Cugat—Col. 37507  
Bobby Doyle—Sig. 15079

### THERE'S THAT LONELY FEELING AGAIN (Mellin)

Frankie Carle—Col. 37484 • Freddy Stewart—Cap. 426  
Connie Boswell—Apollo 1064 • Hal McIntyre—MGM 10032  
Louis Prima—Maj. 1145 • Charlie Spivak—Vic. 20-2287

#### COMING UP

- AIN'T NO HURRY, BABY (Stuart)
- EV'RYBODY AND HIS BROTHER (BMI)
- FORGIVING YOU (Mellin)
- GOT A RING AROUND ROSIE'S FINGER (Dawn)
- HILLS OF COLORADO (London)
- HONEYMOON (Marks)
- IT'S SO NICE TO BE NICE (Tune-House)
- MY LOVE FOR YOU (Encore)
- TENNESSEE (Stevens)
- THIS IS THE INSIDE STORY (Stevens)
- WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)
- YOU'RE THE PRETTIEST THING (Duchess)

\* Soon to be released.



**BROADCAST MUSIC, INC.**  
500 FIFTH AVENUE, NEW YORK 19, N. Y.  
New York • Chicago • Hollywood

# The Billboard MUSIC POPULARITY CHARTS

PART III

## Radio Popularity

Week Ending August 2



### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, July 25, 8 a.m., and ending Friday, August 1, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly over 50 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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#### The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
Across the Alley From the Alamo (R)	Capitol Songs	ASCAP
Ain'tcha Ever Comin' Back? (R)	Sinatra Songs	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
As Long as I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
As Years Go By (F) (R)	Miller	ASCAP
Ask Anyone Who Knows (R)	Witmark	ASCAP
Cecilia (R)	ABC	ASCAP
Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Deep Down in Your Heart	Triangle	ASCAP
Don't Tell Me (R)	Robbins	ASCAP
Ev'rybody and His Brother	BMI	BMI
Feudin' and Fightin' (R)	Chappell	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Wish I Didn't Love You So (F) (R)	Melrose	ASCAP
I Wonder, I Wonder, I Wonder (R)	Paramount	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	Robbins	ASCAP
Ivy (F) (R)	E. B. Marks	BMI
Je Vous Aime (R)	Burke-Van Heusen	ASCAP
Kate (R)	Crawford	ASCAP
Mam'selle (F) (R)	Berlin	ASCAP
My Heart Is a Hobo (F) (R)	Feist	ASCAP
Passing By (R)	Burke-Van Heusen	ASCAP
Peg o' My Heart	Chappell	ASCAP
Red Silk Stockings and Green Perfume (R)	Robbins	ASCAP
Tallahassee (F) (R)	E. H. Morris	ASCAP
That's My Desire (R)	Famous	ASCAP
The Echo Said "No" (R)	Mills	ASCAP
The Lady From 29 Palms (R)	Lombardo	ASCAP
Whiffenpoof Song (R)	Martin	ASCAP
	Miller	ASCAP

#### The Remaining 19 Songs of the Week

A Sunday Kind of Love (R)	Peter Maurice	ASCAP
All My Love (R)	Remick	ASCAP
Every So Often (R)	Harry Warren	ASCAP
I Believe (F) (R)	Sinatra Songs	ASCAP
I Can't Get Up the Nerve to Kiss You (R)	Santly-Joy	ASCAP
I Do, Do, Do Like You (R)	Harms, Inc.	ASCAP
If My Heart Had a Window (R)	Mutual	ASCAP
I'm So Right Tonight (R)	Leeds	ASCAP
Lazy Mood (R)	Capitol Songs	ASCAP
Love and the Weather (R)	Berlin	ASCAP
My Adobe Hacienda (R)	Peer	BMI
Old Devil Moon (M) (R)	Crawford	ASCAP
On the Old Spanish Trail (F) (R)	Peter Maurice	ASCAP
Rockin' Horse Cowboy (R)	Farrow	ASCAP
Stella by Starlight (R)	Beverly	ASCAP
There's That Lonely Feeling Again (R)	Mellin	BMI
Time After Time (F) (R)	Sinatra Songs	ASCAP
Tomorrow (R)	E. H. Morris	ASCAP
Would You Believe Me? (F) (R)	Remick	ASCAP

### RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last to date	This Week	Title	Artist	Label	Lic. By
1	7	1	PEG O' MY HEART	Buddy Clark	Columbia 37392	ASCAP
2	6	8	SMOKE! SMOKE! SMOKE! THAT CIGARETTE	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001	BMI
3	11	3	PEG O' MY HEART	The Harmonicats	Vitacoustic 1	ASCAP
4	9	6	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412	ASCAP
5	8	4	PEG O' MY HEART	Three Suns	Victor 20-2272	ASCAP
6	15	11	THAT'S MY DESIRE	Frankie Laine	Mercury 5007	ASCAP
7	10	5	I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124	ASCAP
8	7	10	PEG O' MY HEART	Art Lund (Johnny Thompson Ork)	MGM 10037	ASCAP
9	5	—	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251	ASCAP
10	1	—	NEAR YOU	Francil Craig Ork	Bullet 1001	ASCAP
11	3	13	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork)	Columbia 37189	ASCAP
12	10	12	CHI-BABA, CHI-BABA	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259	ASCAP
13	6	15	I WONDER, I WONDER, I WONDER	Tony Pastor	Columbia 37353	ASCAP

(Continued on page 119)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**  
 Week Ending August 2

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	POSITION		Record
	Last Week	This Week	
3	6	1.	<b>SMOKE! SMOKE! SMOKE!</b> Tex Williams Western Caravan (THAT CIGARETTE) (Tex Williams-Trio) Capitol Americana 40001 <i>Round-Up Polka</i>
5	2	2.	<b>TIMTAYSHUN</b> Red Ingle and the Natural (I Love You) For Seventy Seven-Jo Stafford-Cinderella Mental Reasons G. Stump Capitol 412
12	1	3.	<b>PEG O' MY HEART</b> The Harmonicats-Sid Fisher Fantasy Impromptu Vitacoustic 1
7	7	4.	<b>PEG O' MY HEART</b> Three Suns Victor 20-2272 <i>Across the Alley From the Alamo</i>
8	3	5.	<b>THAT'S MY DESIRE</b> Sammy Kaye (Don Cornell-The Red Silk Stockings Kaydets) Victor 20-2251 <i>and Green Perfume</i>
10	4	6.	<b>CHI-BABA, CHI-BABA</b> Perry Como (The Satisfiers-When You Were Sweet Sixteen Lloyd Shaffer Ork) Victor 20-2259
10	5	7.	<b>I WONDER, I WONDER, I WONDER</b> Eddy Howard Majestic 1124 <i>Ask Anyone Who Knows</i>
7	8	8.	<b>PEG O' MY HEART</b> Art Lund (Johnny Thompson On the Spanish Trail Ork) MGM 10037
4	—	9.	<b>PEG O' MY HEART</b> Buddy Clark (Mitchell Ayres Come to Me, Bend to Me Ork) Columbia 37392
6	10	10.	<b>I WONDER, I WONDER, I WONDER</b> Guy Lombardo Decca 23865 <i>It Takes Time</i>

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION		Album
	Last Week	This Week	
16	1	1.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy Shay (Mischa Russell Ork) Columbia C-119
29	2	2.	Al Jolson Album Al Jolson Decca 469
7	3	3.	Carle Comes Calling Frankie Carle Columbia C-129
75	4	4.	Glenn Miller Glenn Miller and Orchestra Victor P-148
16	—	5.	All-Time Hits Album Tommy Dorsey Victor P-163

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers) according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	POSITION		Record
	Last Week	This Week	
96	3	1.	Clair de Lune Jose Iturbi Victor 11-8851
111	1	2.	Chopin's Polonaise Jose Iturbi Victor 11-8848
69	2	2.	Jalousie The Boston Pops; Arthur Fiedler, conductor Victor 12160
12	4	3.	The Whiffenpoof Song Robert Merrill Victor 10-1313
85	5	4.	Warsaw Concerto The Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist Victor 11-8863
16	—	5.	Bluebird of Happiness Jan Peerce Victor 11-9007

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks to date	POSITION		Album
	Last Week	This Week	
102	3	1.	Rhapsody in Blue Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor Columbia X-251
47	1	2.	Rachmaninoff Concerto No. 2 in C Minor Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor Victor 1075
15	4	3.	Rhapsody in Blue Paul Whiteman Signature GP-1
3	2	4.	The Student Prince Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers) Victor P-180
4	5	5.	Scheherazade Symphonic Suite Op. 35 Pierre Monteux; San Francisco Symphony Ork Victor DM-920



**PERCY FAITH**

On the Carnation Hour . . . on the Coca-Cola Show! Two major programs on the air each week! That's Percy Faith's music. It's fresh, it's exciting, it brims with unforgettable effects. It has a fervid following of untold millions. And here are Faith's best-liked tunes in a single album—a package of profit for your juke-box.

**PERCY FAITH ALBUM MZ-5**

TEMPTATION from GOING HOLLYWOOD  
and

DANCING IN THE DARK from BAND WAGON  
Majestic No. 1162

THAT OLD BLACK MAGIC from STAR-SPANGLED RHYTHM  
and

ALL THROUGH THE NIGHT from ANYTHING GOES  
Majestic No. 1163

BEGIN THE BEGUINE from JUBILEE  
and

THE TOUCH OF YOUR HAND from ROBERTA  
Majestic No. 1164

*Majestic*  
**RECORDS**

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS  
(Subsidiary of Majestic Radio & Television Corporation)



a note to COLUMBIA RECORDS from  
**Johnny Bond**

"Thanks for that brand new contract. The Red River Valley Boys and I have sure enjoyed our past six years with you and look forward to the next four. Our thanks also to the dealers and the boys who run the music machines who really made it all possible. We are going to try our best to bring them some more great songs like the following:

**"THE DAUGHTER OF JOLE BLON" and "IT'S A SIN"**  
(Columbia 37566)

"Don't Look Now" and "Rock My Cradle Once Again" (Columbia 37529)  
"So Round, So Firm, So Fully Packed" and "You Brought Sorrow to My Heart" (Columbia 37255)

"Rainbow at Midnight" and "Divorce Me C. O. D." (Columbia 37217)

"I'll Step Aside" and "The First Rose" (Columbia 37159)  
"Baby, You Gotta Quit That Noise" and "Gotta Make Up for Lost Time" (Columbia 36876)

and just released

**"SMOKE, SMOKE, SMOKE"**  
(that cigarette)

**"WASTED TEARS"**

Backed with

Yours sincerely,

Signed

*Johnny Bond.*

Johnny Bond is currently appearing on Gene Autry's Melody Ranch Show, CBS, Sundays, 3:00 P.M. (PST), and the Hollywood Barn Dance, Saturdays, 9:30 P.M. (PST).

Latest pictures:

GALLANT BESS for MGM and SWING THE WESTERN WAY for COLUMBIA

Personal Management:  
**IRVING YATES**  
HOLLYWOOD

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART V  
Billboard TRADE SERVICE FEATURE

Week Ending August 2

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	Last Week	This Week	POSITION		Record
			7	3	
7	3	1	1	1	PEG O' MY HEART ..... Three Suns ..... Victor 20-2272
11	2	2	2	2	I WONDER, I WONDER, I WONDER ..... Eddy Howard ..... Majestic 1121
15	1	3	3	3	PEG O' MY HEART ..... The Harmonicats-Sid Fisher ..... Vitacoustic 1
11	5	4	4	4	I WONDER, I WONDER, I WONDER ..... Guy Lombardo ..... Decca 23865
4	7	5	5	5	SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) ..... Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
10	4	6	6	6	CHI-BABA, CHI-BABA ..... Perry Como (The Satisfiers-Lloyd Shaffer Ork) ..... Victor 20-2259
6	8	7	7	7	TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412
11	6	8	8	8	THAT'S MY DESIRE ..... Sammy Kaye (Don Cornell-The Kaydets) ..... Victor 20-2251
5	9	9	9	9	WHEN YOU WERE SWEET SIXTEEN ..... Perry Como (The Satisfiers-Lloyd Shaffer Ork) ..... Victor 20-2259
6	10	10	10	10	PEG O' MY HEART ..... Art Lund (Johnny Thomson) ..... MGM 10037
14	11	11	11	11	ACROSS THE ALLEY FROM THE ALAMO ..... Mills Brothers ..... Decca 23863
14	12	12	12	12	THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5077
3	14	13	13	13	PEG O' MY HEART ..... Buddy Clark ..... Columbia 37392
7	15	14	14	14	PEG O' MY HEART ..... Clark Dennis ..... Capitol 346
4	—	15	15	15	TALLAHASSEE ..... Bing Crosby-Andrews Sisters (Vic Schoen Ork) ..... Decca 23885

Coming Up

I WONDER WHO'S KISSING HER NOW (F). Ted Weems-Perry Como ..... Decca 25078

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

Weeks to date	Last Week	This Week	POSITION		Record
			7	1	
7	1	1	1	1	SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) ..... Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
8	2	2	2	2	TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412
11	3	3	3	3	IT'S A SIN ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2241
1	—	4	4	4	MOVE IT ON OVER ..... Hank Williams and His Drifting Cowboys ..... MGM 10033
22	—	5	5	5	WHAT IS LIFE WITHOUT LOVE? ..... Eddy Arnold ..... Victor 20-2058
1	—	5	5	5	RAGTIME COWBOY JOE ..... Eddy Howard ..... Majestic 1155

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	Last Week	This Week	POSITION		Record
			9	3	
19	1	1	1	1	JACK, YOUR DEAD ..... Louis Jordan ..... Decca 23901
8	4	2	2	2	I WANT TO BE LOVED (BUT ONLY BY YOU) ..... Savannah Churchill ..... Manor 1046
1	—	3	3	3	ACROSS THE ALLEY FROM THE ALAMO ..... Mills Brothers ..... Decca 23863
6	2	3	4	4	BLOW, MR. JACKSON ..... Joe Liggins and His Honeydrippers ..... Exclusive 244
21	5	4	5	5	NEW ORLEANS BLUES ..... Johnny Moore's Three Blazers (Charles Brown) ..... Exclusive 240
1	—	4	6	6	OLD MAID BOOGIE ..... Eddie Vinson Ork (Eddie Vinson) ..... Mercury 8028
7	—	4	7	7	TRUE BLUES ..... Roy Milton Ork (Roy Milton) ..... Specialty SP-510
7	—	5	8	8	THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5007

**Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART VI  
**Record Reviews and Possibilities**  
 Week Ending August 2

**RECORD POSSIBILITIES**

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

**OUR HOUR (Puppy Love Song)**..... Spike Jones Ork..... Victor 20-2375  
This slam-bang biscuit has the versatile Spike Jones crew going to town from the opening bar with no holds barred. One of the best of the outfit's biscuits, the side is a cinch to clean up on the jukes as well as the disk jockey sessions. Reverse is another Jones specialty, "The Popcorn Sack," but the side that's going to snatch the play is "Our Hour."

**MOTHER, MOTHER, MOTHER**..... Beryl Davis with Toots Camarata's Ork..... Victor 20-2354

With the tune skedded for a heavy Victor promotion, plus the build-up the English lassie has been receiving, this platter looks like a sure winner. On this number, written in 1943 by Charles Tobias, the Davis chick carries the ball all the way. Both the tune and the lyrics tailor-made for her type of presentation. Flip, "You're Breaking in a New Heart," is also a strong possibility to hit the top, with either side sure to catch many a nickel via the juke boxes.

**NEAR YOU**..... Francis Craig Ork..... Bullet 1001

Here's another of those local small label "sleeper" hits that appears to be shaping into a possibility for nation-wide acceptance. Disk has been going great guns around Nashville and seems to be building in the Midwest where orkster Craig, who wrote the tune and performs it on this platter for the Mid-Western diskery, has a local following via a network show. It appears that the rendition, and not the tune, has been pushing this record. It opens as a medium boogie piano solo, segues into a vocal chorus with ork backing and closes with a second boogie chorus. At least one major diskery, Decca, whose Supreme Music pubs the tune, is planning a dinking of the song. Meanwhile, the Bullet waxing looks to clean up plenty of coin as it stands alone with the tune. Flip is "Red Rose."

**RECORD REVIEWS**

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

**DINAH SHORE (Columbia 37555)**

*All My Love*—W; V.  
*A Little Bit Longer*—FT; V.

La Dinah wraps up this waxing in dandy dinking fashion with a brand of lullabying that's strictly out of the top drawer. Plenty of honey dripping from her piping as she lilts the lovely "All My Love" waltz melody which is already bringing fame to Waldteufel's originating "Dolores" waltz. Sings it over a background of melodic strings conducted by Sonny Burke and in a tempo that captures the lilt and charm of the Viennese waltz. For the flip, with full band body cutting a smoothly figured background, Miss Shore sings it with fine rhythmic feeling for the bright and breezy "A Little Bit Longer," bringing plenty of catch to the chant.

Both sides sustain coin interest, particularly the increasingly popular "All My Love."

**DENNIS DAY (Victor 20-2377)**

*Ya Shure You Betcha*—W; V.  
*Christmas Dreaming*—FT; V.

The lyrical dittying and dreaming of Dennis Day, his top tenoring ring true, sells it strong for both song selections. Pipes it with old-country flavor for the Swedish folk waltz novelty, "Ya Shure You Betcha," and for the mated side, sings it sweetly and tenderly for an early "Christmas" ballad. The muted strings and subdued brasses of Charles Dant's music provides effective backing.

Phono play will depend largely on song and singer popularity.

**HELEN FORREST (MGM 10050)**

*You Do*—FT; V.  
*Baby, Come Home*—FT; V.

With two highly tuneful ballads to tackle, the full-voiced and sultry chanting of Helen Forrest rings the bell on both sides of the biscuit. Pipes it with a full measure of supplication that smacks of sincerity for an easy and relaxed flowing of Sunny Skylar's "Baby, Come Home" melody. And at a brighter tempo, brings out all of the melodic and lyrical flavor of the "You Do," rhythm ballad from Betty Grable's forthcoming "Mother Wore Tights" movie. Maestro Harold Mooney provides a colorful and rich string bank as well as sustaining a rhythmic flow under the voice.

Plenty of phono promise in both sides, particularly as la Helena sings 'em.

**THE CUMBERLAND MOUNTAIN FOLKS (Columbia 37559)**

*The Tramp on the Street*—W; V.  
*Put My Rubber Doll Away*—FT; V.

It's the old-time mountain singing, flanked by fiddles and guitars, that the Cumberland Mountain Folks offer for these two gospel-styled folk songs. Led by Molly O'Day, who packs a load of pathos in her pipes, it's entirely a religious hymn spinning in the waltz tempo for "Tramp on the Street," with a moderate tempo set for the sad "Rubber Doll" song sung in mountain harmony by Molly and Lynn. For the old folks at home.

**LONZO AND OSCAR (Victor 20-2378)**

*My Adobe Hacienda*—FT; V.  
*Cornbread, Lasses and Sassafras Tea*—FT; V.

The hayseed harmonizing of Lonzo and Oscar, giving a satirical flavor to their singing, with the mandolins, guitars, piano and harmonica of their Winstop County Pea Pickers packing pert rhythms, provides plenty of hoe-down coloring for this couplet. Bring a humorous twist to their harmonizing of "My Adobe Hacienda" at a speed tempo in "Timtashum" style, backing with an equally humorous novelty in their "Cornbread" chanting.

Both sides for the coin catching.

**LES BROWN (Columbia 37557)**

*Don't Tell Me*—FT; VC.  
*Every So Often*—FT; VC.

With a smooth blend in the band's blowing and the band beats entirely toe-teasing, Les Brown provides a highly attractive setting for both of these ballads, both rich in popularity appeal. Embellishes the ensemble efforts with Ed Scherr's soprano sax lead for "Don't Tell Me" from "The Hucksters" movie, with Eileen Wilson singing the lyric with tender feeling. Also sustains a moderate tempo for "Every So Often" with the trombone choir and Ray Ashe's tenor sax over Jeff Clarkson's piano to set the stage, for Ray Kellog's full-fashioned romantic song.

Music ops will make the most with both sides if the songs hit a popularity wave.

**ARMANDA AND HIS JACK'S BAND (Seeco 610)**

*Escambao*—FT; VC.  
*En Tu Ausencia*—FT; VC.

Armanda's fully-instrumented band playing the rumba rhythms with native flavor and feeling, this dance dinking is designed for the hip-swaying addicts without any color or creation to match the Latin music flavored on the home front. Sides were cut in Puerto Rico and it's the spirited singing of Rafta Martinez and the band ensemble for a calypso-styled rumba in "Escambao." Martinez makes a better impression when singing it in sweet tenor voice for the more tuneful bolero, "En Tu Ausencia" ("In Your Absence"), on the mated side.

"En Tu Ausencia" for the rumba dance salons.

**TONI GARI (Secco 603)**

*Even If You Don't Love Me*—FT; V.  
*Such Is Life*—FT; V.

The Spanish singing of Toni Gari, his wide range displaying full romantic and dramatic feeling, brings out the full melancholy flavor of both of these highly melodic ballads. With the orchestra providing a full-fashioned background at a moderate bolero tempo, Gari gives good voice for both "Even If You Don't Love Me" ("Aunque Tu No Me Quieras") and "Such Is Life" ("Tal Es la Vida"). Spinning will find favor with the folks at home.

(Continued on page 34)



and his orchestra

DRUMS-UP THE COIN

WITH  
**GENE'S BOOGIE**  
 (Vocal by Carolyn Grey and band)

DISC  
 JOCKEY  
 JUMP  
 COLUMBIA 37589



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(In The Park)

Watch the Records—

**LAWRENCE WELK** (Decca 24113)

**THE MODERNAIRES** (Columbia)

**RAY PEARL** (Bullseye)

**TED WEEMS** (Mercury)

Champagne Music Corp.

Licensed for Broadcast Through Pic Music Corp. (ASCAP)

EARL MILLS, Prof. Mgr.

228 No. La Salle St., Chicago 1, Illinois

(Continued from page 33)

**CLAUDE THORNHILL** (Columbia 37558)  
*You're Not So Easy To Forget*—FT; VC.  
*Just Plain Love*—FT; VC.

The colorful brass harmonies and subdued woodwind blend, sprinkled with the maestro's Steinway stardust, makes it mellow music for both of these ballads. And with the song selling in keeping with the musical talents of the Thornhill clan, the couplet hits a desired mark. (Miss) Fran Warren's thoughtful phrasings makes her piping a standout for the melodic "Easy to Forget" ballad from the "Song of the Thin Man" movie, with Gene Williams' romantic balladeering making it just as lyrically attractive for "Just Plain Love."

Those putting in coins for the Claude Thornhill will sustain the nickel flow for these sides.

**HAL MCINTYRE** (MGM 10045)

*My Future Just Passed*—FT; VC.  
*Chickasaw Limited*—FT; VC.

Cutting it smoothly and colorfully, Hal McIntyre makes it thoroly danceable for this dinking. Makes the best impression for the oldie "Future Just Passed" ballad with muted trumpets and celeste figures setting the staging for Frankie Lester's romantic baritone. Lively bounce beat is sustained for "Chickasaw Limited," another in the cycle of railroad songs, but even Nancy Reed's full-voiced chanting and the band's full-figured background doesn't help bring any attention to the trite tune.

"My Future Just Passed" may make change if the evergreen blooms again.

**RAYMOND SCOTT** (MGM 10057)

*Tired Teddy Bear*—FT.  
*Huckleberry Duck*—FT.

Using a full band, Raymond Scott tears off two of his descriptive instrumentals in "Tired Teddy Bear" and the familiar "Huckleberry Duck." However, the scoring is much more interesting than the playing, with the band boys bringing out little of the color or whimsy in Scott's compositions, both spinning at a bright tempo.

Nothing here for the music ops.

**ART MOONEY** (MGM 10056)

*On the Avenue*—FT; VC.  
*Va-Zap-Pa!*—FT; VC.

With plenty of body and bouncy rhythms in the band's playing, and full array of voices to carry the lyrical stories, Art Mooney gives it a bright whirl for a pair of catchy novelty tunes in this two-fer. Abetted by a responsive whistling interlude that adds much to the attraction of the ditty, together with an engaging boy-belle patter to set the stage for the singing, Bud Eres' smooth singing and the shrill voices of the Galli Sisters sell it for a tuneful and breezy "On the Avenue" rhythm ditty. Boys in the band join the singers in unison song to make it a rousing revolving for the catchy "Va-Zap-Pa!" novelty Italian work song, to which maestro Mooney applies a rousing march tempo.

Music ops will be able to make much of both song novelties if the ditties catch on as they should.

**EVA GARZA** (Seeco 609)

*Lonely Soul*—FT; V.  
*Maybe That's Why*—FT; V.

Imparting a deep folk feeling for the Spanish songs, the sultry chanting of Eva Garza brings out the full sensuous beauty of the lovely melodies. Taking liberty with the slow bolero tempo, she gives it full expression for "Lonely Soul" ("Frio En Al Alma"), and at a moderate bolero beat, for the equally sensuous song on the mated side, "Maybe That's Why" ("Sera Por Eso"). Maestro Lazaro Quintero provides the colorful and tuneful Latin background.

Fine for the home sets.

**JOHNNY BOND** (Columbia 37566)

*The Daughter of Jole Blon*—FT; V.  
*It's a Sin*—FT; V.

Singing it sweetly and with a strong note of sincerity in his piping, Johnny Bond sells it strong for both of these outdoor chanties. To the brisk rhythms of his Red River Valley Boys that take in clarinet, fiddle, accordion, harmonica, piano and guitar, it's an excellent novelty sequel to the Cajun classic, "Jole Blon," from which "The Daughter" ditty takes its melodic and lyrical cue as Bond sings about the long, tall gal who has more to offer than her Mom. Contrasting, Bond brings out all of the torch qualities of the tuneful "It's a Sin" ballad spinning at a rhythmic moderate tempo.

"Daughter of Jole Blon" will attract the nickel trade.

**BUSTER BENNETT TRIO** (Columbia 37560)

*Don't Worry About a Thing*—FT; VC.  
*Broken Down Man*—FT; VC.

It's rugged blues blowing on the alto sax to rhythm accompaniment with a blues shouter just as rugged in his hoarse rantings in rhythm that the Buster Bennett Trio cuts for both of these low-down, race blues. Both taken at a moderate tempo, the blues shouter sings it rough and ready about unfaithful women for

"Don't Worry About a Thing" and for the ironical humor packed in the "Broken Down Man" blues.

Race spots will keep the phonos rocking with both sides.

**ROOSEVELT SYKES** (Victor 20-2382)

*Flames of Jive*—FT; VC.  
*Bop de Bip*—FT; VC.

It's a small jump band of Honey Drippers that piano-piper Sykes offers for these two Harlemese jive novelties. However, the honey drippings is merely on the disk label rather than in their spinning efforts. Sykes shouts it rhythmically for "Flames of Jive," with the trumpet, alto and tenor saxes cutting in with wild improvisations that make little meaning beyond the steady beat of the rhythm instruments. Band boys and the maestro-shouter break down entirely for the mated "Bop de Bip" which is as mediocre as the music making and singing.

No real coin lure in this cutting.

**THE KORN KOBBLERS** (MGM 10055)

*I Can't Get Offa My Horse*—FT; VC.  
*Why Did I Teach My Girl To Drive?*—FT; VC.

The corn-bred music of the Korn Kobblers weave a fine rustic novelty, replete with tin whistles and cowbells, for "I Can't Get Offa My Horse," with Stanley Fritts' cowboy chanting of the comedy lyrics in keeping with the troupe's taste. Even more engaging is the mated comedy ditty, with Fritts also adding corn flavor to "Why Did I Teach My Girl to Drive?" with the band boys adding the appropriate musical and sound effects.

Taps and taverns will take best to "Why Did I Teach My Girl to Drive?"

**LARRY AND GINGER** (Adventure ARC

5-1 and 5-3)

*Mother Goose and Nursery Rhymes*—FT; V.

Taking two unbreakable records, the team of Larry and Ginger, boy and belle, sing it gingerly in solo and in harmony for eight familiar Mother Goose and nursery rhymes that run the gamut from "Hi-Diddle-Dee" to "Lazy Mary, Will You Get Up." Making of the eight a separate spin rather than running 'em in medley over the side, the two sing them all in straightforward fashion made all the more attractive because of a rhythm-reppered background, provided by an expert threesome on piano, bass and guitar who give out with swing feeding for these jingles.

For the tiny tots at home.

**RITA MARIA RIVERO** (Seeco 596)

*Come*—FT; V.  
*That's How You Are*—FT; V.

The clear soprano pipes of Rita Maria Rivero, singing it in full voice and with marked expression, makes a favorable impression for these two Spanish song-fests. Makes her best bid with the lively "Come" ("Veni") with Pepito Torres' band subdued but sustaining the flow of Cancion-Ritmica dance rhythms. For the first, it's a slow bolero best for "That's How You Are" ("Asi Eres Tu").

For the home buyers of the Spanish song sellers.

**FREDDIE FISHER** (Decca 5-A)

*Colonel Corn*—FT; VC.  
*Red Hot Mama*—FT; VC.

A reissue of two corn classics by Freddie Fisher and his Schmickelfritzers, playing a brand of slapstick music that includes auto horns and tin whistles and which since has skyrocketed Spike Jones' musical mutations. Entirely syncopated corn, maestro Fisher yodels the refrain for "Colonel Corn" with an unbilled voice for the vocal on "Red Hot Mama."

Taps and taverns may take a bit to "Red Hot Mama."

**ELTON BRITT** (Victor 20-2367)

*Castle in the Apple Tree*—FT; V.  
*After We Say Goodbye*—FT; V.

Singing it sweet and tenderly, Elton Britt has the added advantage of two highly tuneful cowboy ballads in this two-fer. And with the Skytoppers, taking in trumpet, fiddle, accordion, piano and guitars, providing a smooth rhythmic background, Britt brings out all the sentimental appeal of the "Castle in the Apple Tree" ballad, taking a brighter tempo for the torchy "After We Say Goodbye" song.

Both sides stack up strong for cowboy coinage.

**BIG MACEO** (Victor 20-2353)

*My Own Troubles*—FT; V.  
*I Lost My Little Woman*—FT; V.

It's the deep-down and earthy blues shouting that Big Maceo (Merriweather) gives forth to a rugged rhythm accompaniment sparked by his own blues chordings of the 88s. Shouts it happy and at a bright beat for "My Own Troubles," which tells how happy he is because he's going to see his baby. And for the flip, slows down to a race blues moan for "I Lost My Little Woman."

For the race blues fans.

(Continued on page 119)



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VII**  
**Advance Information**  
 Week Ending August 2

**ADVANCE RECORD RELEASES**

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

**POPULAR**

- A-N-G-E-L SPELLS MARY ..... Jack Leonard (NAUGHTY ANGELINE)..... Majestic 7261
- AFTER GRADUATION DAY ..... Kenny Baker-Russ Morgan (ON THE)..... Decca 24116
- AFTER YOU'VE GONE ..... Allan Berkley (BESAME MUCHO)..... Ambassador 297
- AFTER YOU'VE GONE ..... Bing Crosby-Eddie Condon Ork (BLUE)..... Decca 24114
- AN APPLE BLOSSOM WEDDING ..... Kenny Baker-Russ Morgan (LOVE AND)..... Decca 24117
- AND STILL YOU'RE MINE ..... Jimmy Foster (HOLD ME)..... Lissen 1039
- BALKAN FESTIVAL ..... John Bock (RUMANIAN FESTIVAL)..... Manor 1079
- BESAME MUCHO ..... Allan Berkley (AFTER YOU'VE)..... Ambassador 297
- BLUE ..... Bing Crosby-Eddie Condon Ork (AFTER YOU'VE)..... Decca 24114
- CANDI ..... Ralph Font (HABANERA)..... Apollo 1073
- CHATTANOOGA CHOO CHOO ..... Hollywood Hillbillies (FRIENDSHIP)..... Victor 20-2355
- CHINA BOY ..... Allan Berkley (JALOUSIE)..... Ambassador 295
- COLLEGE FAVORITES ALBUM ..... Johnny Long..... Signature S-10
- Columbia (Rear, Lion, Roar)..... Signature 15153
- Cornell (Far Above Cayuga's Waters) (The Glee Club-The Beachcombers-Francey Lane)..... Signature 15154
- Duke (Dear Old Duke) (The Beachcombers)..... Signature 15153
- Notre Dame (Victory March) (The Glee Club-The Beachcombers)..... Signature 15156
- Texas (The Eyes of Texas) (The Glee Club-The Beachcombers)..... Signature 15155
- U. C. L. A. (Trojan March) (The Glee Club-The Beachcombers)..... Signature 15155
- Washington and Lee (Washington and Lee Swing) (The Beachcombers)..... Signature 15154
- Wisconsin (On Wisconsin) (The Glee Club-The Beachcombers)..... Signature 15156
- DEEP VALLEY ..... Bob Eberly-The Song Spinners (Bob Haggart Quartet) (FOR ONCE)..... Decca 24118
- DON'T TELL ME ..... Guy Lombardo (THE ECHO)..... Decca 24115
- EARLY AUTUMN ..... Claude Thornhill (Fran Warren) (OH, YOU)..... Columbia 37593
- \*\*EMPEROR WALTZ ..... The Twilight Three (SOFT LIGHTS)..... Majestic 7242
- PERCY FAITH ALBUM ..... Percy Faith ..... Majestic MZ-5
- All Through the Night..... Majestic 1163
- Begin the Beguine..... Majestic 1164
- Dancing in the Dark..... Majestic 1162
- Temptation..... Majestic 1162
- That Old Black Magic..... Majestic 1163
- The Touch of Your Hand..... Majestic 1164
- FEUDIN' AND FIGHTIN' ..... Jo Stafford (The Starlighters-Paul Weston Ork) (LOVE AND)..... Capitol B443
- FOR ONCE IN YOUR LIFE ..... Bob Eberly-The Song Spinners (Bob Haggart Quartet) (DEEP VALLEY)..... Decca 24118
- FRIENDSHIP ..... (Tommy) Dorsey Family (Mountain Branch) (Jo Stafford-Pied Pipers) (CHATTANOOGA CHOO)..... Victor 20-2355
- HABANERA ..... Ralph Font (CANDI)..... Apollo 1073
- HAPPY IN LOVE ..... Eddy Howard (Eddy Howard-Swing Sirs) (NOT MINE)..... Columbia 37578
- HEART OF MY HEART ..... The Four Vagabonds (THAT OLD)..... Apollo 1076
- HOKEY JOE ..... Romo Vincent (David Miller Ork) (LINGER AWHILE)..... Enterprise 305
- \*HOLD ME ..... Jimmy Foster (AND STILL)..... Lissen 1039
- HOW LUCKY YOU ARE ..... Hal Derwin Ork (The Coeds) (ON THE)..... Capitol B446
- HOW SOON (Will I Be Seeing You)..... Bing Crosby-Carmen Cavallaro (YOU DO)..... Decca 24101
- HUNGARIAN DANCE NO. 5 IN F MINOR ..... Carmen Cavallaro (LOVE WILL)..... Decca 24103
- I KISS YOUR HAND, MADAME..... Buddy Clark (Mitchell Ayres Ork) (THEY'RE MINE)..... Columbia 37592
- I MISS YOU SO ..... King Cole Trio (King Cole) (I THINK)..... Capitol B444
- I THINK YOU GET WHAT I MEAN ..... King Cole Trio (King Cole) (I MISS)..... Capitol B444
- I TIPPED MY HAT AND SLOWLY ..... Red Ingle (Dick Peterson-The Vocal Yodels) (IT AIN'T)..... Enterprise 299
- I STILL SUITS ME ..... Bing Crosby (Lee Wiley) (KOKOMO, INDIANA)..... Decca 24100
- IF MY HEART HAD A WINDOW..... Alan Dale (Signifive-Ray Bloch Swing Seven) (KATE)..... Signature 15114
- I'M THE LITTLE GUY IN THE JUKEBOX (Both sides identical)..... Romo Vincent (David Miller Ork)..... Enterprise 301
- IT AIN'T NEVER HURT ME NONE ..... Red Ingle (Dick Peterson-The Vocal Yodels) (I TIPPED)..... Enterprise 299
- SO FAR ..... Romo Vincent (David Miller Ork) (MY BABY'S)..... Enterprise 303
- IT TAKES A LONG, LONG TRAIN WITH A RED CABOOSE (To Carry My Blues Away)..... Peggy Lee (Dave Barbour Ork) (JUST AN)..... Capitol B445
- IT'S LIKE A TRIP TO TIPPERARY..... Johnny Long (Matt Reilly) (PARADISE)..... Signature 15157
- JALOUSIE ..... Allan Berkley (CHINA BOY)..... Ambassador 295
- JALOUSIE ..... Ralph Font (QUIZAS, QUIZAS)..... Apollo 1074
- JUST AN OLD LOVE OF MINE ..... Peggy Lee (Dave Barbour Ork) (IT TAKES)..... Capitol B445
- KATE (Have I Come Too Early Too Late)..... Ray Bloch Ork (Alan Dale-Ensemble) (IF MY)..... Signature 15114
- KOKOMO, INDIANA ..... Bing Crosby (The Skylarks-John Scott Trotter Ork) (I STILL)..... Decca 24100
- \*LATIN AMERICAN FAVORITES ALBUM ..... Jimmy Dorsey ..... Decca A-540
- Always in My Heart..... Decca 25121
- Amapola (Pretty Little Poppy)..... Decca 25120
- At the Cross-Roads (Malaguena)..... Decca 25122
- Brazil (Aquarela Do Brasil)..... Decca 25122
- Green Eyes (Aquellos Ojos Verdes)..... Decca 25122
- Maria Elena..... Decca 25120
- The Breeze and I..... Decca 25119
- Yours (Quiereme Mucho)..... Decca 25121
- LINGER AWHILE ..... Romo Vincent (David Miller Ork) (HOLD ME)..... Enterprise 305

(Continued on page 36)

**Signatures** STAMP OF APPROVAL

FOR **LEROY MILLER**

Miller is Philadelphia's best known radio personality. He spins discs from 7 to 8:45 every early bright over WFIL and doubles as emcee and comedian.

**OK**

**ANITA O'DAY**  
15127

**Ace in the Hole**  
**Sometimes I'm Happy**  
With Alvy West and his Band  
15117

**Almost Like Being in Love**  
(From the musical, "Brigadoon")

**I Kiss Your Hand, Madame**  
(From Paramount's "Emperor Waltz")  
With Ray Bloch and his Orchestra

**LARRY DOUGLAS**

**JOHNNY LONG**  
and his orchestra

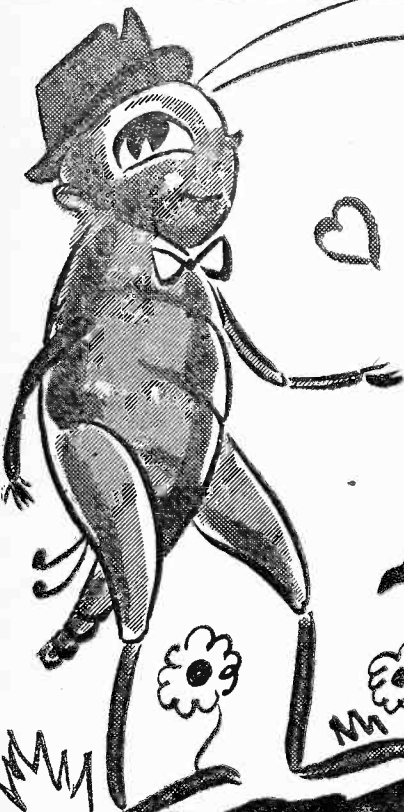
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**Hawaiian War Chant**  
Vocal by The Beachcombers

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That Mad Lover!!

"CASANOVA CRICKET"

BY HOAGY CARMICHAEL, LARRY MARKES AND DICK CHARLES

AS SUNG BY

HOAGY CARMICHAEL

ON DECCA RECORD

NO. 23978

(Continued from page 35)

LADY WINDERMERE'S FAN (Scene From Act III: Oscar Wilde) (12")... John Gielgud (Stringer Davis-Donald Bain-Richard Wordsworth-Malcolm Kean) Decca DU-90012

LOVE AND THE WEATHER ..... Jo Stafford (Paul Weston Ork) (FEUDIN' AND) Capitol B443

LOVE AND THE WEATHER ..... Kenny Baker-Russ Morgan (AN APPLE) Decca 24117

LOVE WILL KEEP US YOUNG..... Carmen Cavallaro (HUNGARIAN DANCE) Decca 24103

MONEY IS HONEY ..... Mary Ann McCall (Ralph Burns Ork) (ON TIME) Columbia 37590

MOUTH HARP BOOGIE ..... The Three Harpers (SLEEPY TIME) Apollo 1078

MY BABY'S BABY ..... Romo Vincent (David Miller Ork) (IT ALL) Enterprise 303

NAUGHTY ANGELINE ..... Jack Leonard (A-N-G-E-L SPELLS) Majestic 7261

NOT MINE ..... Eddy Howard (Eddy Howard) (HAPPY IN) Columbia 37578

OH, YOU BEAUTIFUL DOLL..... Claude Thornhill (Gene Williams) (EARLY AUTUMN) Columbia 37593

ON THE AVENUE ..... Andrews Sisters-Carmen Cavallaro (SWEET MARIE) Decca 24102

ON THE AVENUE ..... Dick Jurgens (Jimmy Castle-Al Galante) (WHEN YOU) Columbia 37803

ON THE AVENUE ..... Hal Derwin Ork (The Coeds) (HOW LUCKY) Capitol B446

ON THE OLD SPANISH TRAIL ... Kenny Baker-Russ Morgan (AFTER GRADUATION) Decca 24116

ON TIME ..... Mary Ann McCall (Ralph Burns Ork) (MONEY IS) Columbia 37590

PARADISE ..... Johnny Long (Francey Lane-Ensemble) (IT'S LIKE) Signature 15157

POPULAR ORGAN SOLOS ALBUM. Don Baker ..... Columbia C-137

1. Avalon; 2. Jalousie (Jealousy)..... Columbia 37526

Begin the Beguine..... Columbia 37525

1. Body and Soul; 2. I Love a Parade..... Columbia 37527

1. Embraceable You; 2. Limehouse Blues..... Columbia 37524

1. My Heart Stood Still; 2. With a Song in My Heart..... Columbia 37526

1. Oh, Lady Be Good!; 2. Deep Night..... Columbia 37525

Tea for Two..... Columbia 37524

1. Two Guitars; 2. Liza (All the Clouds'll Roll Away)..... Columbia 37527

QUIZAS, QUIZAS, QUIZAS ..... Ralph Font (JALOUSIE) Apollo 1074

RUMANIAN FESTIVAL ..... John Bock (BALKAN FESTIVAL) Manor 1079

SLEEPY TIME GAL ..... The Three Harpers (MOUTH HARP) Apollo 1078

\*\*SOFT LIGHTS AND SWEET MUSIC ..... The Twilight Three (EMPEROR WALTZ) Majestic 7242

SORRY, WRONG NUMBER ALBUM (2-12") ..... Agnes Moorehead..... Decca DAU-2

Parts 1 and 4..... Decca 90007

Parts 2 and 3..... Decca 9008

SOUVENIR ALBUM ..... Ella Fitzgerald ..... Decca A-473

Baby, Won't You Please Come Home..... Decca 25124

Cabin in the Sky..... Decca 25125

Can't Help Loving That Man..... Decca 25126

I Can't Believe That You're in Love With Me..... Decca 25124

I Got It Bad (And That Ain't Good)..... Decca 25124

I Must Have That Man..... Decca 25126

I'm the Loneliest Gal in Town..... Decca 25123

The One I Love (Belongs to Somebody Else)..... Decca 25123

SWEET MARIE ..... Andrews Sister-Carmen Cavallaro (ON THE) Decca 24102

THAT OLD GANG OF MINE ..... The Four Vagabonds (HEART OF) Apollo 1076

THE ECHO SAID "NO" ..... Guy Lombardo (DON'T TELL) Decca 24115

THE IMPORTANCE OF BEING ERNEST (Scene From Act 1: Oscar Wilde) (12") ..... John Gielgud (Margaret Rutherford) (LADY WINDERMERE'S) Decca DU-90012

THE LASS WITH THE DELICATE AIR ALBUM ..... Evelyn Knight ..... Decca A-492

Dance With a Dolly (With a Hole in Her Stockin')-(Camarata Ork) Decca 23984

Grandfather's Clock..... Decca 23983

Let Him Go-Let Him Tarry-The Jesters (Bob Haggart Ork)..... Decca 23984

Saloon-(Bob Haggart Ork)..... Decca 23854

The Lass With the Delicate Air-(Bob Haggart Ork)..... Decca 23983

Toorie on His Bonnet-(Bob Haggart Ork)..... Decca 23854

THE SMALL ONE ALBUM ..... Bing Crosby ..... Decca DA-553

The Small One, Parts 1 and 4..... Decca DA-40040

The Small One, Parts 2 and 3..... Decca DA-40041

THEY'RE MINE, THEY'RE MINE, BUDDY CLARK (MITCHELL AYRES ORK) (I KISS) Columbia 37592

WHEN YOU WERE SWEET ..... Dick Jurgens (Jimmy Castle) (ON THE SIXTEEN) Columbia 37803

WHERE OR WHEN ..... Bobby Doyle (Ray Bloch Ork) (WHY WAS) Signature 15147

WHO'S GONNA REEL WHO IN ..... Tommy Edwards Trio (Tommy Edwards) (YOU DIDN'T) Top 1154

WHY WAS I BORN ..... Bobby Doyle (Ray Bloch Ork) (WHERE OR) Signature 15147

YOU DO ..... Bing Crosby-Carmen Cavallaro (HOW SOON) Decca 24101

YOU DIDN'T WANT ME WHEN YOU HAD ME ..... Tommy Edwards Trio (Tommy Edwards) (WHO'S GONNA) Top 1154

FOLK

AFTER WE SAY GOODBYE ..... Elton Britt (The Skytoppers) (CASTLE IN) Victor 20-2367

APPLES, PEACHES AND CHERRIES. Josh White (THE MAN) ..... Apollo 157

BALLADS AND FOLK SONGS, VOLUME II, ALBUM ..... Burl Ives ..... Decca A-431

Cowboy's Lament..... Decca 23591

Down in the Valley..... Decca 23591

I'm Sad and I'm Lonely..... Decca 23591

My Good Old Man..... Decca 23966

1. No Wood Fire; 2. Ten Thousand Miles..... Decca 23966

Po' Boy..... Decca 23967

The Devil's Nine Questions..... Decca 23965

Turtle Dove..... Decca 23965

BEHIND THE EIGHT BALL ..... Johnny Tyler (The Riders of the Rio Grande) (I DON'T) Victor 20-2368

CARELESS SWEETHEART ..... Nora Martin (NOBODY'S WAITING) Decca 46067

CASTLE IN THE APPLE TREE ..... Elton Britt (The Skytoppers) (AFTER WE) Victor 20-2367

COO SEE COO ..... Milo Twins (PRETTY MAMA) Capitol Americana 40030

COWBOY HIT PARADE ALBUM ..... Capitol Americana AD-55

Fort Worth Jail (Tex Ritter)..... Capitol Americana 48004

Miss Molly (Tex Williams and His Western Caravan)..... Capitol Americana 48006

Oklahoma Hills (Jimmy Wakely)..... Capitol Americana 48005

Old Shep (Wesley Tuttle and His Texas Stars)..... Capitol Americana 48007

Ridin' Down to Santa Fe (Shug Fisher and His Ranchmen)..... Capitol Americana 48006

Roly Poly (Cliffie Stone Barn Dance Band (Cliffie Stone)..... Capitol Americana 48007

Shame on You (Jack Guthrie and His Oklahomans)..... Capitol Americana 48005

Sioux City Sue (Merle Travis)..... Capitol Americana 48004

(Continued on page 120)

**On the Stand**

**Duke Ellington**

(Reviewed at *Ciro's*, Hollywood, July 30. Personal manager, Al Celiney. Booked thru William Morris.)

**TRUMPETS:** Shelton Hemphill, Harold Baker, Francis Williams, Ray Nance and Dud Bascomb.

**TROMBONES:** Lawrence Brown, Tyree Glenn (also vibes) and Claude Jones.

**SAXES:** Russell Procope and Johnny Hodges, alto; Jimmy Hamilton and Al Sears, tenor; Harry Carney, baritone.

**RHYTHM:** Duke Ellington, piano; Freddy Guy, guitar; Oscar Pettiford, bass, and Sunny Greer, drums.

**VOCALISTS:** Kay Davis and Chester Crumpler.

**ARRANGERS:** Duke Ellington, Billy Strayhorn and Tom Whaley.

Film colony's biggies jam-packed this Sunset Strip swankery to bend an ear Duke-wise and were thoroly convinced that the Ellington brand of music is still coming from the same top drawer that has kept the Duke straddling the uppermost rung of the music ladder. The formula is simple and effective: Top arrangements performed by top musicians.

Taking the beats from the maestro's keyboard is one of the finest aggregations of instrumentalists in the biz today. With such men as Hemphill and Brown in the brass wing, Hamilton, Sears and Carney in the reed section, coupled with the Ellington piano, Pettiford on bass and Greer's drum beats, this ork need not fear comparison with any other group in this field.

But it's the musicianly scoring that is responsible for the Ellington flavor. In this day of radical departures into pretentious instrumentation for the sake of "freshness," it is particularly noteworthy to find in the Duke's lineup a reaffirmation of faith in the standard brass-sax-rhythm format. Without drawing from the symphony orchestra for instruments new to the jazz-nurtured ear, Ellington is able to out-do the innovators at their own game by sticking strictly to the time-proven syncocrew instrumentation. He achieves his tonal freshness thru finely wrought harmonic progressions, as evidenced in "translucency." Another essential, the Duke demands a full, clean tone from his men, which in itself is responsible for a sparkle seldom found in other bands.

Limitations of playing to a club crowd forced the Duke to hold back as much as possible, both in volume and tune selection. Night, however, did not pass without its lively numbers and an occasional novelty treatment. A bit of Ellingtonia that delighted the customers was *Jam-a-Ditty* that had the patrons bouncing and rocking in a manner seldom seen before at this oo-la-lah location. Trumpeter Ray Nance did everything but backflips in a torrid but chuckle-spurring voicing of *Squeeze Me*. Chester Crumpler turned in a convincing voicing of *Prisoner of Love*, with Kay Davis proving herself capable in holding down the fem half of the vocal department.

The Duke can look forward to furthering his disk stature, having returned to the major waxery folds a few weeks back when he signed with Columbia. He switched from Musicraft where he stayed for a year following his Victor exit. *Lee Zhitto*.

**MCA, at Peace With TD, Lines Up Tour**

NEW YORK, Aug. 2.—The Tommy Dorsey-Music Corporation of America (MCA) declaration of peace apparently is working out, since the agency is busy lining up dates for the orkster's first road tour in almost a year, starting next month.

Dorsey will tee off at the California State Fair, Sacramento, September 3-6, for a series of one-nighters and short location dates. He currently is finishing a full summer's stand at his own West Coast terpery, Casino Gardens.

**Perry Alexander's Charges Against BMI on Behalf of Small Pubs Mailed to 2,000**

**BMI Biggies Attacked—Hearing Requested To Air Gripes**

NEW YORK, Aug. 2.—Following his initial blast against Broadcast Music, Inc. (BMI) and his formation of the BMI Small Publishers' Committee (*The Billboard*, July 19), Perry Alexander Monday (4) will send out 2,000 letters to broadcasters, officials of the licensing org and officials of the National Association of Broadcasters (NAB) setting forth a series of charges and requesting that a meeting be held with a committee selected by the broadcasters at which the small publishers can set forth minimum demands for "proper consideration."

The communication opens with a charge that, because of an "iron curtain" which surrounds BMI headquarters, the Small Publishers Committee has used the mails to reach all parties concerned. Alexander, in the letter, alleges that he and many other small pubbers (more than 250 have answered his initial letter) have expended many thousands of dollars in their business operations and have licensed performing rights to BMI in

the belief that the org was going to help small pubbers. Alexander states that he and others of his group had from time to time sought financial assistance from BMI, but he charges they were stymied by the "iron curtain." In some cases, he alleges, they actually had been told to go out of business by BMI execs.

Main targets of the Alexander letter are Sidney Kaye, Merritt Tompkins and Bob Burton, who are charged by the pubbers' committee with being responsible for the treatment and system that the committee would want revised radically. Carl Haverlin, BMI prexy, is described as having been chosen to "glad hand" the stations, and it is claimed he has relegated the prime function of publisher relations to Kaye, Burton and Tompkins.

Alexander cites the failures of such activities as Green & Revel and Radio Tunes, the firms operated by Olman and Jarwood, and the Dorsey pubbery. He also points up the "incentive" contracts and wants to know why one of the various types of contracts of this nature was not offered to him or members of his committee.

As chairman of the Small Publishers' Committee, Alexander closes his three-page letter with a request that a meeting between his group and broadcasting industry representatives be set up as soon as possible in order to discuss the charges outlined in the communique, and to work out an equitable solution.

**"Choo Choo" Hits Lingo Switch**

NEW YORK, Aug. 2.—WOV, local Italian language station, has been airing some foreign disks which are recordings of American pop tunes in Italian. The influence of American arrangements and vocalizing is obvious in such platters as *Polvere di Setlla (Stardust)*. Recently an Italian woman wrote in and requested the station to play a certain record in order to show her daughter that the Italians were as hep in pop song writing as the Yanks. The tune she requested is called *Il Trend Della Neve*, the Italian recording of *Chattanooga Choo Choo*.

**Johnny Long Set for Hotel Pennsylvania**

NEW YORK, Aug. 2. — Johnny Long's ork will follow Claude Thornhill into the Cafe Rouge of the Hotel Pennsylvania here in mid-October to fill in the open four weeks that precede Charlie Spivak's opening at the spot.

Possibility that Stan Kenton's ork would play the Penn before the end of the year, to fill an unfulfilled obligation, grew stronger this week as that orkster was laying plans to go into rehearsal with his band in early September.

**Geraldo, of London, Books Orks on Ships**

LONDON, Aug. 2.—Geraldo, ork leader, promoter and manager, has become the leading booker for ocean-going liners. Latest deal set was for three orks to play on the Cunard liner, *Queen Mary*, which left this week on its first post-war crossing of the Atlantic as a luxury liner.

In addition to the combos placed by Geraldo on the *Queen Elizabeth*, *Mauretania* and *Aquitania*, the booker set two seven-piece dance outfits, plus one six-piece ork to play during meals, aboard the *Queen Mary*.

**Rachmaninoff's 'Bells' Recorded For First Time**

NEW YORK, Aug. 2. — Sergei Rachmaninoff's *The Bells*, composed in 1913 and based on Edgar Allen Poe's poem of the same name, has been recorded for the first time by the Santa Monica Symphony Orchestra under the direction of Jacques Rachmilovich, for Disc and will be released early this month. The symphony is said to have been Rachmaninoff's favorite work.

According to Moe Asch, Disc president, part of the proceeds from the sale of the album will go to the Rachmaninoff Fund, which helps provide career opportunities for young American pianists, composers and conductors.

**Shaw-Musicraft Deal Is Near Conclusion**

NEW YORK, Aug. 2.—Negotiations for a new contract between Artie Shaw and the Musicraft diskery this week appeared to be in its final stages with only a few minor details said to be holding up the conclusion of the deal. Pact should be set during the first of next week. It is known that Musicraft, under the recently installed new front office topped by Jack Meyerson, had no intention of paying Shaw the rumored 75G annual guarantee he received prior to the renegotiation of his pact.

Diskery also this week added a harmonica trio, the *Polka Dots*, to its artist roster and held a recording date with them Thursday (31). Firm currently is dickering with two orksters and several vocal groups, but to date nothing has developed beyond the conversation stages.

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"REMEMBER WAIKIKI" (Decca 341)

A collection of 10 Hawaiian songs written by the late Johnny Noble and shared in the spinning by Dick McIntire and His Harmony Hawaiians, Ray Kinney and His Royal Hawaiians, and Lani McIntire and His Royal Hawaiians. Each maestro an expert interpreter of the dreamy island lullabies and the spirited hula harmonies, with solo and blended voices to bring out the lyrical charm of the chants, it's a prize package for those favoring the Hawaiian dance melodies. Set includes such favorites as *Hawaiian War Chant*, *Island Serenade* and *A Song of Old Hawaii*. Native setting with picture of the late composer makes for a colorful cover page, with the inside cover reprinting a *Remember Hawaii* editorial Noble once wrote for *The Honolulu Star-Bulletin* newspaper, and which inspired this desirable disk.

"LA TRAVITA"—Vincenzo Bellezza (Columbia MOP-25)

The first post-war recording of a complete opera, the label provides a rare waxing treat for the music lover in packaging the complete musical score of Verdi's *La Traviata*, taking in 15 12-inch records in two volumes attractively boxed. Recorded in the Rome Opera House in 1945 and brought to these shores under multiple difficulties, there's a steady pace and spirit on the part of the solo singers, chorus and orchestra to make for a masterful performance as only an Italian troupe could give to the Verdi opera. Principal voices are Adriana Guerrini, colorful coloratura;

Luigi Infantino, whose tenor voice, and Paolo Silveri, baritone, display rich vocal timbre and resonance. Vincenzo Bellezza conducts the Rome Opera House chorus and orchestra with fine musicianship and with excellent style and taste. An accompanying libretto follows the Italian lyrics line by line in English for those unfamiliar with the Dumas novel which gave Verdi the story inspiration for the opera. An opera stage setting makes an attractive cover piece for both record albums in the set.

"HONEST ABE" (Continental 38)

An episodic story of the life of Abraham Lincoln produced by Donald H. Gabor, directed by Monroe Postrel, with William Post as narrator and a small cast making for the Continental Playhouse. Organ provides the incidental music. While the spinning sustains little dramatic interest in the familiar story of *Honest Abe*, being written along the lines of a radio script rather than a play piece, the set should have some play for audio use in the lower grade schools. Episodes take in the life span of the historic figure, building up to a plea for democratic unity and understanding among all people. And while the characters never come to life on wax since the narration sustains too much of the story interest, the set serves some purpose as a history text. Unfortunately, it isn't entertaining or dramatic enough to make the school set seek it out. Label lists it as the first in a series of history albums, giving the cover page the traditional log cabin drawing with dedicatory notes printed on the inside page.

"BOOGIE WOOGIE"—Vol. II (Columbia C-130)

Another in the series of Hot Jazz Classics whipped up by the label from its old and unused masters, this set brings together the boogie-woogie piano patterns of eight outstanding stylists over as many sides. Cuttings date back to 1929 in giving Meade Lux Lewis' *Honky Tonk Train* and the honky-tonk keyboarding of Charlie Spand, who has Blind Blake on deck for the patter and guitar plunks. Other sides go back six to eight years, taking in the rugged 88-ing of Champion Jack Dupree who adds a honky-tonk lyric to his *Dupree Shake Dance*; Jimmy Yancey's *Bear Trap Blues*; Kenny Kersey's *K. K. Boogie*, the only side with band support in Henry (Red) Allen's small crew, and three previously unissued sides in Pete Johnson's *A-Flat Dream*. It's a royal holiday for the piano boogie fans in this spinning and makes for a notable collection to be added to the hot jazz shelving. Cover is designed as an attractive title page with pictures of the Steinway squatters and notes on their music filling the inside page.

CARMEN MIRANDA—Souvenir Album (Decca A-545)

Eight sides by the exciting rumba siren, Carmen Miranda, who projects her vibrant song personality handily as she gives forth in Portuguese and with a characteristically added English lyric for what adds up to a favored souvenir set for those favoring her Latin styling. Includes among the eight songs her standards—*Tico Tico* and *South American Way*, and sings 'em all with the same fiery spirit that characterizes her chanting. Gets excellent vocal and instrumental assist from the Bando Da Lua, group of Brazilian percussionists and guitar strummers. Colorful picture of la Carmen and her vegetative chapeau carries the cover design, with notes on the Brazilian Bombshell and the musicians on the inside page.

"NEW ORLEANS REVIVAL"—Bunk Johnson and Kid Ory (Decca A-549)

A collection of modern recordings by two of the most prominent exponents of the New Orleans school of jazz in this day. Set of four sides is split between units led by 66-year-old Bunk Johnson, who still displays stamina in his trumpeting, and the 10-years-younger Kid Ory, whose earthy trombone slides bring back the flavor and spirit of the New Orleans jazz of old. Johnson's crew, playing rough but steady and in the spirit of the musical style, includes George Lewis on clarinet, Jim Robinson on trombone, Baby Dodds on drums, with piano and banjo adding spark to the rhythms. Boys beat it out in characteristic style for *Tishomingo Blues*, *You Always Hurt the One You Love*, *Alexander's Ragtime Band* and the traditional *My Maryland* street parade song. Ory's music making of finer calibre and more striking because of his own instrumental vibrancy and Mutt Carey's trumpet, pack the musical meat in *Muskrat Ramble* and *The Girls Go Crazy About the Way I Walk*, both Ory originals; a parade piece in Clarence Williams' *High Society*, and polish off their offering with *Blanche Touquetoux*, an original Creole song with Cecile Ory joining the Kid for the French lyrics. With the *New Orleans* movie focusing attention on that musical capital again, set should have merchandising appeal beyond the interest of the avid hot jazz collectors. Character sketches of the music makers make for an attractive cover piece with an eight-page booklet on the musicians and their music included in the set.

RAYMOND SCOTT (Columbia C-133)

Eight previously unissued recordings of the impressionistic jazz composed and arranged by maestro Raymond Scott some 10 years ago. His imaginative powers are most pronounced for the Quintet sides, largely fashioned from classical scores with the descriptive titles of *The Quintet Plays Carmen*, *That Girl At the Typewriter*, *A Little Bit of Rigoletto*, *Manhattan Minuet* and *Moment Musical*. With the full band, Scott offers rhythmic figured scorings for *Get Happy*, his own *At An Arabian House Party* and Robert Segure's *Two Way Stretch*. It's entirely the impressionistic jazz that created such a furore a decade ago, and still shows the wealth of musical ideas possessed by Scott. But from a commercial standpoint, there isn't a *Toy Trumpet* or *In An 18th Century Drawing Room* in the set, and interest in the spinning will be shown largely by dance music arrangers. Cover is a simple title page with photo of the talented maestro and bio notes for the inside page.

"HOLIDAY FOR STRINGS"—David Rose (MGM 3)

Altho there isn't the brilliance in the full sweep of the strings as David Rose conducts the large orchestra, and some surface noises mar the orchestral beauty of the playing, there is still enough listening enjoyment retained in this set of four records which gets its title from the maestro's most familiar and most fanciful orchestral piece. In addition to the title piece, includes originals in a slow and moody *Deserted City* melody, a rhythmic *Four-Twenty A. M.* and a whimsical *Manhattan Square Dance*. But there is more musical substance, altho the scoring follows the stock Rose pattern, for the standards on the mated sides, including *Laura*, *Estrellita*, *Sweet Sue* and *Intermezzo*. While the package adds little to Rose's stature as conductor and composer, the spinning is pleasant enough without causing any undue attention. Simple title cover marks the album, and the packaging evidences the same lack of interest as the musicians in playing the Rose scores.

(Continued on page 140)

# ALBUM REVIEWS

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# Disk Jockeys Tell Platter Makers What Is Needed

(Continued from page 18)

ture. One-shot victors in the best all-around lists included Sonora, Diamond, Exclusive, Vogue and Musicraft. Of these runner-up diskeries, it was the less-than-six-month-old MGM which made the most surprising showing, thereby giving every indication that optimistic speculation on that firm's future importance in the record biz was hardly exaggerated.

Understandably disappointing was the showing of Decca, which rated sixth in the mechanical contest, seventh in jockey servicing and didn't place at all in the best all-around press job section. It is no secret that Decca has for years been least active of the majors in "romancing" the jocks. And the jockeys' answers in the present survey were pouring into *The Billboard's* offices just about the time that Decca started to set up an artists relations department to deal with arranging personal appearances and servicing the spinners with information regarding the diskery's artists. In the past few months, Decca also has been sending sporadic copies of disks to spinners and is supposed to be arranging to build up a radio relations department to further aid jockeys with the Decca product. And to advance its press relations, Decca has contracted with the Newell-Emmett Advertising Agency to handle some of the firm's publicity and contact work.

### Kenton Top Promoter

The jockeys, in voting on best disk promoters, tabbed Stan Kenton as the performer who gives them the greatest amount of personal co-operation in arranging personal appearances. Both artists' promotion categories listed mainly ork leaders, with singers getting only rare mentions. Only two warbling artists, Jo Stafford and Andy Russell, showed at all in the top 10 listings, Stafford tying for eighth slot in the promotion-of-own-disks category, while Russell tied for 10th in the personal appearance contest.

To go with their choice of Capitol as diskery with top press job under its belt, the record twirlers chose Jim McCarthy as the indie promotion-publicity gent who has serviced them most effectively. Other promotion men given the nod by the spinners were mostly band advance men. These include Gene Howard, Henry Okun and Paul Brown, while Milton Darle copped a nod for his disk promotion work in the East. The George Evans office was the only telephone-and-mail flackery to rate a top five nod.

### Ideas for More Help

Possibly the most important phase (to the industry at large) of the

trade aspects division of the poll is the clear-cut manner in which the platter-twirlers specified exactly what could be done by record companies, distributors, et al., to help the jockeys even more than they do at the moment, and thus help the spinners do an even more effective job of promoting records, collectively and individually. The jockeys also tell how they make up their programs and what factors enter into making their choices. (Details of all facets of this section of the survey are covered in separate stories on these pages.)

A good deal of what happened in the results of Part I of this poll may be explained by the results of the trade aspects section of the poll. For example, the choice of Stan Kenton this week as the artist who best cooperates with the jockeys undoubtedly was a major factor in his winning the nod last week as the jock's fave swing orkster, and in their selection of Kenton's *Artistry Jumps* and his album as tops in their categories.

If it has achieved nothing else, *The Billboard's* First Annual Disk Jockey Poll should aid in effecting an even closer co-operation between the spinners and the record companies, artists, press agents, disk promotion men, booking agencies and the record industry at large. And it dramatically re-emphasizes the major part the spinners play in the music biz.

## Farney Chi P. A.'s Majestic Gimmick

CHICAGO, Aug. 2.—Majestic Records tried an unusual type of personal artist promotion here during the past week with singer Dick Farney, who's pacted to the label and is also heard on the Milton Berle NBC ainer.

Farney made a series of gratis appearances in the College Inn of the Hotel Sherman and the buttery of the Ambassador East, in addition to a multitude of radio p.a.'s with local disk jocks. The Brazilian throater did not appear in the floorshow, but did his own spot during intermission time at the clubs.

### Barron, B'port, \$1,836

BRIDGEPORT, Conn., Aug. 2.—Continuing the policy of reduced admission prices at \$1.20, Pleasure Beach Ballroom did okay last Sunday night (July 27) when Blue Barron drew 1,530 persons for a good \$1,836 gross.

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# Versatility the Keynote For Disk Radio Stanzas

(Continued from page 19)

to the week's new releases at a record session held once a week in his home attended by staff musicians, singers and record collectors.

Walter Kay, WJW, Cleveland, gives free play to the 10 top tunes of the week, and prefers to give greater play to the best releases of the small independents, plus an all-around selection of novelty tunes that sound like potential hits. Kay gives special attention to platters where the artist is, or will be, appearing locally, or where the artist is of local origin.

Russ Naughton, WDRC, Hartford, bases his selections mostly on musical value—not on popularity alone. Ralph Snyder, WGR, Buffalo, also has a selection problem. His is an early morning show and the music must be picked to suit early morning tastes.

Doug Adamson, KLAC, Hollywood, likes new recordings. He judges by what chance, in his opinion, the song has of being a hit, as well as the way it is presented on the record.

### Contrast Employed

Linn Burton, whose programs are aired over WIND, WCFL, WBBM and WAAF in the Windy City, uses a balance of sweet against swing, contrasting bands and singers, and usually has a fast production number as an opener for the longer shows. Burton tries to balance a program so that each number, whether it is a novelty or a sweet tune, shows up to its best advantage.

Doug Arthur, WIBG, Philadelphia, plays almost all of the new releases at least once. After that he programs according to his own judgment.

Al Stein, KRUX, Glendale-Phoenix, Ariz., reports he is slowly trying to educate his listeners into the realm of good jazz, an almost unknown field in that State. Stein also operates one of the largest retail shops in Arizona, and keeps a careful check on record sales to determine popularities for his air shows.

### Even Break for Artists

Bob Gabby Rector, KWTO, Springfield, Mo., tries to give each artist an even shake in his programming by considering carefully whether or not one artist is getting too big a play.

Jay Giles, WCNT, Centralia, Ill., devotes one program a week to songs appearing on local and national polls. George Carroll, WEEU, Reading, Pa., employs a steady formula consisting of one number followed by two slow ones, then "wakes 'em up with a scorcher or novelty injection, and keeps them (his listeners) wondering and wishing for more."

Hal Graves, who doubles as director and platter spinner on WKBN, Youngstown, O., uses some script shows in which he features *The Billboard's* Honor Roll of Hits. Rick Nelson, whose air stanzas over WSAP, Portsmouth, Va., start at 6 a.m. and run for four hours, prefers to use an old homey touch, talking to his listeners as if he were sitting in their homes.

### Public Appeal

Bob Allbaugh, WOI, Ames, Ia., says his disks must have public appeal. Then, even if he personally doesn't like the tune or the disk, he plays it anyway. Don Bell, KRNT, Des Moines, uses the best arrangements of standards and a sprinkling of new and novelty

tunes. A 45-minute show once a week is devoted to pre-releases with label reps on hand to discuss them. Bell also has a weekly half-hour show which is devoted to the best sellers of the week.

Jack Ridder, WENT, Gloversville, N. Y., attempts to achieve an equitable balance between old and new tunes. He also favors newer artists. On his noon shows he includes a certain amount of novelty and foreign music to cover foreign language listeners. Ridder also devotes musical tributes to personalities, should the occasion warrant such a show.

### Juke Boxes Checked

Johnny Reznos, WKST, Newcastle, Pa., is one of the jockeys who maintains a close check on local juke boxes to determine musical trends. Ed Capral, WGAU, Athens, Ga., in addition to playing requests and judging by his own tastes, tries to revive two or three oldies every night, mixing them up with new releases.

The quality of the records, judged individually according to the selections and the playing conditions of the disk, are the major considerations of Milt Bohard, WSUA, Bloomington, Ind., while Dean Landfear, WMT, Cedar Rapids, Ia., uses all types of music on his shows, but makes sure the tunes are all in good taste.

Bob Sabin, who doubles as program director and disk jockey at KDON, Monterey, Calif., reports the listeners in his area don't like hot bands, which contradicts his own opinion. However, the station attempts to stick to standards, and has only one daily full-hour stanza which uses the latest and the hottest releases. On all other disk shows the emphasis is on oldies and new sweet platters.

### Popular Favorites

Raymond Ulbrich, WSOO, Sault Ste. Marie, Mich., tries to keep the tunes fairly consistent, but the popular favorites draw the greatest responses from the listeners. Ulbrich says that building programs around all styles of music works, even with the younger listeners who normally favor jumping jive, has worked out amazingly well.

An interesting wrinkle in programming comes from George Friend, WLAK, Lakeland, Fla., who resorts to special events, appropriate dates and even the weather in selecting his music for the day.

Bernie Mack, WMUR, Manchester, N. H., feels that the listening public is entitled to choose who they like best and what tunes they want to hear, but he does make a special effort to acquaint his listeners with new personalities and tunes which he feels should be brought to their attention.

Modern jazz stacks up well with Bob Blase, KXYZ, Houston, who pushes this type of music while filling requests from his listeners. Blase also uses humor on his show, and his ratings are right up there as a result of presenting well-rounded musical aairs. Martin Ross, WBCA, Schenectady, features, in addition to his regular airings, special programs on which the listeners vote for their favorites among the new releases.

### Character of Population

Ray Perkins, KFEL, Denver, who also does a weekly record column in *The Denver Post*, bases his selections on the character of the population, and only honors requests which are mailed to him. Local record shops now advise Perkins daily as to their best sellers, and the three top disks are featured on his shows.

Pat Beard, WSTP, Salisbury, N. C., runs, in addition to his regular stints, a Rare Old Record session, and calls

on local inhabitants to help him select the tunes they were dancing to 10 and 20 years ago. Don Barber, WGNI, Wilmington, N. C., on the other hand, prefers to use his own judgment in choosing his program, but will fill requests when received.

Frank Pollack, WOMET, Manitowoc, Wis., tries to play disks that are ignored by most of the other announcers. He also stays away from tunes appearing on network programs like the *Hit Parade*, as he feels they are played to death. Glenn Harris, whose show runs for six hours each night over WLOL, Minneapolis, gives all new tunes a heavy play when they first come out, then trusts to requests to keep them going.

### "Band of the Week"

A *Band of the Week* show, complete with a profile on the leader, is a feature of Paul Alexander's shows over KSL in Salt Lake City. On his regular program Alexander features the best of the newer releases padded with standards. Ray Grandle, KOB, Albuquerque, N. M., reviews lists of tunes that enjoyed popularity a year or so ago, then goes back 10 or 15 years for something old that might be worthy of a revival.

Orth Bell, KFH, Wichita, Kan., conducts his own telephone surveys to determine what kind of music the people in Wichita want to hear—then gives it to them on his programs. Joe Maggio, KIDO, Boise, Idaho, shoots for a balanced program, and on every show he features the oldest record he can find.

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# Music---As Written

### NEW YORK:

Sidney Mills was released from Horace Harding Hospital after a week of observation and rest. He's expected back at work next week. . . . Red Benson forsakes his disk jockey stints long enough to record four originals for Metrotone.

Danny Cameron joins Mark Warnow's pubbery on the West Coast. . . . Bill McCune now airing 14 times weekly over national hook-ups via the Pelham Heath Inn.

Herb Allen, formerly a sales exec with RCA Victor and only recently with Signature Records, has gone with the Admiral Radio org as a district branch manager. . . . Monica Lewis will cut the first Signature kidisk vinylite package next week; it will be tabbed *Little Songs for Little People*. . . . Keynote Prexy John Hammond in Chicago. . . . Dave Matthews will do several arrangements for Ray Anthony's ork. . . . Capitol's kidisk head, Allan Livingston, in town for a week.

Santly-Joy is pubbing the score of Walt Disney's new *Fun and Fancy Free* flick. . . . Evelyn, of Phil Spitalny's ork and the magic violin, will have a bylined article in the August issue of *American* mag. . . . Tommy Taylor is the new boy singer with Billy Butterfield's ork. . . . Lecuona Cuban Boys and Elliot Lawrence's ork are set for Columbia pic shorts. . . . Songcraft diskery signed Jennier Yaroslowsky to do an album of songs composed in European concentration camps to be tabbed *Ghetto Leider*. . . . John Kirby signed a booking agreement with the new Joe Marsolais management firm.

Harry James drew record-breaking crowds to Atlantic City's Steel Pier last week-end. . . . Leeds Music prexy, Lou Levy, is subject of a *Salute* mag article out August 5. . . . George J.

Bennett was appointed head of artists and repertoire for Sterling Records this week. . . . Jo Stafford had her Chicago Theater run extended still another week, to run her total up to five weeks ending August 14. . . . Martin Wagner, longtime William Morris Agency concert bureau exec, is now personal-managing pianist Calvin Jackson, who is prepping a series of concert tours.

Band booker Harry Moss is recent weeks has been booking folk artists Pansy Newsom and the Hickory Nuts, Rose Totodo and Her Lone Trail Sweethearts, and Curly Gribbs into fairs and carnivals, in response to requests for the hillbilly and western acts. . . . Randy Wood has left People's Songs to join Al Andersen and Bill Scheinman in a new flackery; new office has folksingers Oscar Brand, Edith Allaire and Betty Sanders, and Arnett Cobb and Billy Daniels.

Buddy Morrow's band recently broke Wednesday and Saturday night records at the Plantation, Houston. . . . Charlie Barnet will play a three-day date starting September 10 at the Rendezvous Ballroom, Salt Lake City. . . . Emil Coleman goes into the Beverly Country Club, New Orleans, October 14 for 12 weeks. . . . Gene Krupa will play the week of September 2 at the Million Dollar Theater, Los Angeles. . . . Tommy Tucker plays the Grand Theater, Evansville, Ind., August 13-19 and Kennywood Park, Pittsburgh, August 25-September 1. . . . Griff Williams goes into the Mark Hopkins Hotel, San Francisco, January 13, 1948, for 12 weeks.

### HOLLYWOOD:

Modern Records, heretofore restricted to race and pop tunes, has entered the Western field. Jimmy Dolan's Texas Ramblers are the first sides to be issued. . . . Danny Kaye and Lionel Hampton sessions skedded by Decca. Kaye's 12-inch unbreakable disk of *Tubby, the Tuba* set for early release despite threatened lawsuit from ex-Cosmo diskery. . . . Also in Decca's releasing roster are new Eddie Cantor album and reissue of Judy Garland's *Wizard of Oz* album. . . . Ike Carpenter ork got a release from the William Morris agency. . . . Spike Jones ork will do a week's vaude stint at San Francisco's Curran Theater, beginning September 5. . . . Charley May has joined the staff of Barge Agency in Hollywood.

Ish Kabbille taking a vacation from Kay Kyser show to do series of vaude dates. . . . Raymond Scott will do series of MGM disks using his quintet which shot batoner to fame years ago. . . . Mel Torme cutting a new group of sides for Musicraft in Hollywood. . . . Tony Romano, Bob Hope's overseas touring mate, fronting ork at the Cinegrill in Hollywood. . . . Page Cavanaugh Trio will follow Duke Ellington into Ciro's as feature attraction August 8. Threesome will stay there for two weeks and will then complete its two-week commitment at Santa Monica Ambassador's Circus Room. . . . Platter exploiter-flack Red Doff hired to beat the drum for Frankie Laine's stint at the Million Dollar Theater.

Capitol Records last week signed a long-term lease to take over the third and fourth floors of the Palmer Building on Hollywood Boulevard. The 10,000 square feet of floor space will be in addition to Cap's present Sunset and Vine headquarters, and will be used by its accounting, mailing, advertising and promotion departments, with fourth floor to be occupied in September and third floor in January. . . . Cutag waxed Bill Anson's *When I Write My Songs*. . . . Dick Haymes cut Frank Loesser's

## UAR, Hollywood Disk Combine, Starts Rolling

HOLLYWOOD, Aug. 2. — United Artists Records (UAR), new Hollywood disk combine organized by John Clein, began shipments of disks last week under a new master plan for processing, distributing and merchandising indie label releases (*The Billboard*, July 26). UAR's current pressings include releases from the Avon, Urban, Excelsior, Hucksters, Rhapsody and Variety labels, all to be distributed under the UAR banner but retaining credit lines for label owners.

Clein said the firm hoped to encompass a maximum of 20 indie label owners, averaging three releases weekly, with all pressings to be made at the central Long Beach, Calif., plant. Firm plans to launch each new release with a thoro canvass of 800 disk jockeys, offering platter spinners vinylite pressings and special exploitation material. Under the proposed set-up, national trade advertising will be billed each label owner on a pro-rata basis.

Claiming shipments were presently at a 5,000-a-day level (with plant capacity pegged at 50,000 pressings weekly) Clein revealed that the following distributors had been signed to represent the new outfit: James Martin, Chicago; Willford Bros., Los Angeles; Love Electric, Seattle-Portland, Ore.; Hall Sales, Denver; ARA Distributors, St. Louis; Sterling Distributors, Pittsburgh, and Roy Bennett Company, San Francisco.

### Detroit Ballroom Likely To Get One-Nighter Season

DETROIT, Aug. 2.—A deal to stage weekly one-nighter dances for the winter season in the Eastwood Park Ballroom, not regularly used for dancing for several years, is under discussion. Promoter Morton Sultan, head of the Sultan Record firm, is dickering for the spot.

Sultan plans to run about half his dates under sponsorship of various organizations for one night each, and the rest as general public dances with music mainly by local orchestras.

*What Are You Doing New Year's Eve.* . . . Balladist David Street inked to a 13-week air pact starting August 8 over NBC's Coast net for U-No candy bars. He will be supported by Ernie Felice's combo and the Mello-Larks.

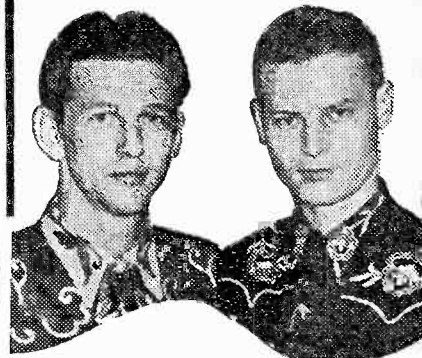
### DETROIT:

Karl Spaeth, who has fronted a band for 14 years, has disbanded his unit, after closing at Connie's Bar to go into the hospital for an operation and then go into business here as a manufacturers' representative. . . . Bill Holleman Trio, currently at the Roxy Bar, have recorded *As Time Goes By* and *Luetta* for Rego Records. . . . Zora Recording Company, specializing in Serbian and Croatian records, has just completed a new building, and plans to resume production in the fall.

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# PHILLY AGVA VOTING JAM

## Local Vs. National Tangle May Deprive 900 Members Of Their Voting Rights

Shelvey Claims Philly Dues Not Turned In

NEW YORK, Aug. 2.—The tangle between American Guild of Variety Artists (AGVA) national and the Philly local has some 900 Philly members in the middle.

Major problem is the fact that these members have paid the Philly local dues amounting to about \$5,000, but, according to Matt Shelvey, national head of AGVA, the dues have not been turned over to the national office.

"Unless we have the money in here and have a record of it, these members are theoretically in bad standing and will lose their right to vote in the coming election and the subsequent convention," said Shelvey.

### Membership Meetings

General membership meetings on a country-wide basis are due to start September 15. Prior to the meetings all paid-up memberships in each area will be checked by a certified public accountant. Only those in good standing will be permitted to cast a vote for delegates and the number of delegates from each area will be determined by the number of paid-up members.

According to the rules, any AGVA member in good standing as of July 31, 1947, may attend and vote at these meetings. Rules and regulations are now being mailed by AGVA national to all members.

### Meeting Schedule

Meeting sked will be as follows: September 15 — Baltimore, Boston, Buffalo, Chicago, Cincinnati, Columbus, Detroit, Allentown, Pa.; Miami, Montreal, Newark, New Orleans, New York, Philly, Pittsburgh and San Francisco; September 16 — Providence, Rochester, Cleveland, Toledo and Reading. September 17 will have the following meetings: Springfield, Mass.; Youngstown, Los Angeles and

## Copley Closing Leaves Boston Without Shows

BOSTON, Aug. 2.—With the shutting of the Copley Plaza Oval Room, the Hub is without a major club or hotel spot where shows are featured, for the first time in 10 years. Only cocktail lounges and dancing remain for followers of the bright lights.

The Latin Quarter closed for redecoration in early summer and no opening date is definitely set. The Mayfair gave up the battle early this year and rumor has it that the club is up for sale. The Bradford Hotel's Roof bowed out for the summer July 1, with the same moderate-budget shows scheduled for reopening some time in September.

Statler Hotel Terrace Room is open, but minus shows. Ruby Newman and his orchestra offer dancing nightly except Sunday.

Club owners and hotel managers have settled back to see when talent costs will drop to budget levels.

Seattle; September 18—Hartford, Akron, Kansas City, Mo., and Portland, Ore.; September 19, Dallas, and September 20, Houston.

The convention will be held about November 1, depending on the volume of paper work necessary between the end of the nation-wide meetings and the convention date. Convention site has not been decided upon.

## Detroit Fair Brings Burns Back to Stage

NEW YORK, Aug. 2.—Bob Burns, making his first personal appearance in a good many years, will top the show the initial three days at the Michigan State Fair, Detroit, starting August 29. Supporting in the five shows to be played will be John Calvert and Company, Ely Ardelty, Wally Boag, Martin and Florenz, Jordan and Parvis, and the Kanazawa Trio.

For the last week (September 1-7) of the 10-day carnival, the Olsen and Johnson Revue will move in with the Gay Foster Girls, Hitchman, Willy West and McGinty, Ray and Irene Drake, and Al Gordon on the bill.

Packages were booked to play the inside coliseum by Frederick Bros. Agency, which also parceled the Buster Crabbe Water Show into the grandstand, outside the grounds.

## Saratoga Spot Reopening With Two-Band Policy

NEW YORK, Aug. 2.—Emil Coleman ork, plus an 18-piece gypsy band opens Orthwaite's (formerly Meadowbrook), Saratoga Springs, N. Y., tonight. Both combos will play for dinner, supper and dancing. Two-week test will determine strength of name band without floor-show. If no go, Phil Regan will be brought in for the last two weeks of the one-month Spa season.

Dario, of La Martinique, who is associated with the resort spot, will observe the experiment for possibilities of a like policy in the fall at his New York nitery.

### Roth Booking Aquashow

NEW YORK, Aug. 2.—Max Roth, associated with Ben Burke's Agency for the past year, has been named exclusive booker for Elliot Murphy's Aquashow, Flushing, with appointment filed with American Guild of Variety Artists (AGVA).

First show under the new management, opening Tuesday (5), will have Bob Howard; Pansy, the horse; Max and His Gang, and Walter Scheff.

### Jockey Pickets

DETROIT, Aug. 2.—Windsor, just across the river in Canada, was treated to a novel form of equestrian picketing in the months-long labor dispute at Thomas's Edgewater Inn this week. Four of the waiters who have been picketing at the roadhouse, which has for years been one of top spots in Windsor drawing heavy Detroit trade, appeared on horseback this week. The animals helped to block entrance of customers to the parking lot. The case went to the courts, and the attorney general of Ontario granted an okay for the new style of picketing.

## AGVA-Philly Nitery Case Is Stand-Off

NEW YORK, Aug. 2. — Legal tangle between a Philly nitery, Lena's Ballerina, operated by Nicholas Auisto, and the American Guild of Variety Artists national ended in a stand-off after a Philly court ruled last week that, if AGVA could prove that it was a labor problem, the court would claim it had no jurisdiction.

Situation developed when AGVA labeled the Ballerina unfair because it would not permit any of its reps to visit the spot and, according to AGVA, refused to sign a minimum basic agreement or put up a cash bond. When AGVA put the unfair tag on the club, latter sought an injunction to prevent AGVA from interfering with it.

After the court's decision, the op's attorneys made a dicker with AGVA, agreeing to a return of the status quo and to meet with AGVA reps to work out a minimum basic agreement. Club also asked that it remove certain actors who were current at the spot from the unfair list "without prejudice." AGVA refused. It stated that any member placed on its unfair list must appear before an AGVA committee and the case would be determined on its merits. The acts involved were Lucille Curtis, Myra Lee, Phil Finney, Vivian Carey, Billy Kelly, Ray Cord and Pearl Wayne.

## Bridgeport Niteries' Patrons Aired by E.T.

BRIDGEPORT, Conn., Aug. 2.—WNAB, local station, is trying out a new wrinkle in broadcasts from niteries.

Harry Osborne, program director, takes recording equipment into the Club Rio, Club Norland and the Club Tiptoe on different nights and interviews the customers, and then on Monday night broadcasts the transcriptions. The original intention was to try the same stunt with the house orchestras, but the musicians' union nixed that idea.

### Brydon on AGVA Unfair List

NEW YORK, Aug. 2.—Ray Marsh Brydon, circus and fair act buyer, has been placed on the national unfair list by American Guild of Variety Artists (AGVA) for alleged failure to pay salaries amounting to \$1,148, which the union says is owed to Hermine Midgets.

## Chi's Bismarck Restores Shows In Walnut Room

CHICAGO, Aug. 2.—The Walnut Room, major show outlet of the Loop's Bismarck Hotel, which dropped its show and dance band policy four months ago in an effort to lure diners who wanted to dodge the 20 per cent tax, returns to a show policy this week. Dropping the tax failed to lure payees, it's reported, and biz dropped off because the room could not buck competition of niteries and hotel rooms in surrounding Loop areas which were utilizing a show policy.

The hotel will not expand its talent roster. For the current show mimic Gil Robinson; Julian and Marjori, dance team, and singer Lorita Maloney, who have been appearing at the hotel's smaller Tavern Room, will appear in the Walnut Room once each evening, in addition to their two night appearances in the Tavern Room, while Miss Maloney will do a solo with Benno Delson's ork at the late show in the Walnut Room.

The hotel will not return to its previously-used semi-name band policy, but will keep Delson's local crew as dance and show band in the Walnut Room.

Latest reports from the Hotel LaSalle, which reopened recently, indicate that its new Lotus Room will open around August 5. As yet no show policy has been decided upon, but it's rumored that only a small society band will be used.

## Leon & Eddie's Adds Disk Jock

NEW YORK, Aug. 2.—Leon and Eddie's is the next nitery to go for the disk jockey gimmick—but this time with new trimmings. Eddie Davis has made a deal with WATT, with Jerry Roberts doing the splicing and spot will have a studio built in the back facing the street.

Street wall of the studio will be of glass so the rubber-neck trade can see the broadcast. Deal calls for three hours of air time nightly, with Serutan having bought part of the time.

## Chi's Rio Closing Hits Talent; Wired Music Set at Lotus

CHICAGO, Aug. 2.—Local nitery scene lost one regular talent outlet for at least six weeks and another prospective outlet this week. The Rio Cabana, which shifted to a variety type show four months ago, folded for a six-week period, finding the going too rough against competition like Danny Thomas at the Chez Paree and the Ritz Brothers at the Latin Quarter. Report is that the Jacobson brothers, Rio ops, will visit New York in the interim, trying to set a series of top names to buck rival spots. The room's lounge, the Copa Room, will remain open during the cafe lull.

The Lotus Room of the Hotel LaSalle, which was to have reopened late in August with some type of live talent, will feature only wired music when it preems. Execs of the hotel say that they will stick with the wired music for about three months to determine whether or not flesh music and talent is necessary.



# VAUDEVILLE REVIEWS

## Oriental, Chicago

(Thursday, July 31)

Capacity, 3,200. Price 95 cents straight. Number of shows: five per day; six on weekends. House booker, Charley Hogan. Shows played by Carl Sands' house band.

House has improved its show presentation by bringing in Carl Sands, youthful road band leader, to front the stage crew. Ork has been enlarged with only a single tram, but the good-looking leader's choice of sidemen gives the band more depth and color than Ray Lang's crew, which has left after an eight-year stand. Sands' crew, unlike the Lang band, took a good spot in the middle of the show, doing a medley of current, pops, with the fronter's 88-ing from the pit outstanding.

Show is overloaded with vocals, with marquee draw being shared by record chirps Helen Forrest and Art Lund. Unfortunately, both chose a similar type of material. La Forrest, working in second slot, did five numbers, forgetting to work in a currently hot pop, which would have registered better than the cooled-off newies and standards she did. Her sultry, distinctively piped *Sunny Side of the Street* sent her off to good salvo.

Art Lund, in anchor position, got an ovation as he came on, and kept the mitting consistently big with a series of platter hits of recent vintage, with *Mam'selle* the peak. However, the redhead has a bad habit of talking too fast in introducing numbers.

Supporting acts are strong, with the Rudells contributing outstanding trampoline horseplay, especially their jump-rope bits with a hoop. Professor Backwards, a Chi favorite, gets long-sustained yocks for his homey, original gags, and Doris and Robert sock well in their first appearance at a local vaude house. Duo, doubling from the Cuban Village, has plenty of flash and color and offers enough original variations in the usual apache stint to put it in the promising class. Had rough assignment of following Lund but made out okay.

Johnny Sippel.

## Loew's State, New York

(Thursday, July 31)

Capacity, 3,500. Prices, 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Louis Basil's house ork.

Dean Martin and Jerry Lewis, current show toppers, had the customers on their feet and yelling for more to close a pleasant but not outstanding bill. This team followed Gracie Barrie whose husky pipes warmed up the house for the headliners. Other acts were standards and held their spots, except for the Herman Chittison Trio. The latter, an exceedingly talented sweet music combo, was lost on the stage. It belongs in an intimate room such as those in which its well-deserved rep was built up.

The Burns Twins and Evelyn teed off with a neatly-costumed (boys' deep orange trousers matched girl's gown) tap dancing act. The middle had the men dancing against each other for a mild hand, and the girl in brief costume doing a tap-toe. They went off to a slightly prolonged mitt after a bit of milking.

### Trio Needs Singer

The Herman Chittison Trio (piano-guitar-bass) in second spot came up with some sweet listenable arrangements but the motionless, non-voice performance was found lacking. They wound up with a polite reception. A singer and at least one stepped-up beat would enhance their vaude chances.

Johnny Burke did his single at the mike. It was mostly the same straight patter which has held up for him since the end of World War I. Delivery in dead pan caught customary yocks for the well-known lines and a good hand for the few additions bringing the act up to date.

Gracie Barrie was in fine voice. Opened with *It's a Good Day* for a swell mitt. She then did *Sunday Kind of Love*, breaking into special comedy chatter on a husband-wife at home. Her novelty arrangement of *Mahzel* set in a medley of pop tunes won grand applause. *Feudin', Fightin' and Fussin'* for a close brought her back for an encore of an opera singer doing a honky-tonk number. It had plenty wordage on a clever

(See *Loew's State* on page 45)

## Million Dollar, Los Angeles

(Wednesday, July 30)

Capacity, 2,400. Prices, 55-98 cents. Four shows daily. House booker, Bill McEllwain.

Maybe it's "Sugar Chile" Robinson who's packing 'em in or just the fact that ticket buyers have been stagershow-starved for too many months, but the result is the same. Vaude is paying off at the same house where the stage was darkened a year ago because of a shallow b.-o. till.

There's no denying the crowd goes wild for the boogie-woogie thumping tot. From the moment the kid scoots out of the wings to climb onto his Steinway bench to the last encore, the rafters rock with cheers for more. Since he last scampered across these boards a year ago, Frankie Robinson has quite noticeably warmed up this business of keeping an audience. He's thrown in a few jitterbug steps between piano choruses, now shouts the blues lyrics with the abandon of a veteran and all in all plays straight to the seat-warmers. His hands are still too tiny to grasp the interval of a full octave, but then what do wrong notes and fumbles mean with an act such as this? Just to prove he doesn't care, he resorts to pounding the ivories with his fists and elbows and the crowd eats it up even more so than before. What is particularly outstanding about this youngster is his uncanny sense of rhythm which he displays in good measure as he rides the 88 in a solid and groove-some eight-to-the-bar pattern.

### Matson Trio Sock

Holding the second-to-last slot to Sugar Chile is the sock Will Matson Trio, featuring Sammy Davis Jr. Group's comedy tap routines bring down the house, with Davis winning a deserving share of the acclaim. Guy packs a wallop when it comes to the fast-frantic toe routines. In addition, he possesses a great sense of selling. In an effort to please the crowd, Davis, however, overdoes a good thing by returning with capably executed but time-worn imitations of Edward G. Robinson, Cagney, etc. This serves only to take the edge off a climax he worked so hard to create. Christy & Gould are acro-comics who hold their slot well, but again the spark is lost when one of the lads goes out of character to turn balladist. Floyd Ray's ork (13) on the stage

capably supported the acts and proved its own musical merits in a powerhouse arrangement, *Blowing the Blues*. Group's vocalist, Mary Louise, appeared unrelaxed and self-conscious in her otherwise adequate interpretations of *Sunday Kind of Love* and *Talk of the Town*. Biz, big. Pic, *News Hounds*. Lee Zhito.

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## New York:

# MH's 150G Paces Stem Biz; Roxy 124, Cap 93

NEW YORK, Aug. 2.—The six Stem flesh-flicker houses just missed a half million mark by a scanty 5G, grossing a total of \$495,500 due mainly to the Roxy's record-shattering opening day of \$21,000, helped somewhat by the guesting of George Jessel and June Haver, and the Music Hall's initial \$150,000 week.

Roxy (6,000 seats; average \$85,000) garnered a tremendous \$124,000 for the first seven days with an in-person bill of Abbott and Costello, Joe Howard, Maurice Rocco, Hermanos Williams and Audrey Young. Pic, *I Wonder Who's Kissing Her Now*.

Radio City Music Hall (6,200 seats; average \$100,000) rang up \$150,000 for its initial stanza with Paul Haakon, Joseph Levinoff, Stephanie Antle, Olia Serova, Marjorie Williamson, Earl Covert, Ken Davidson and the Parks in the stage show. On screen is *The Bachelor and the Bobby-Soxer*.

Capitol (4,627 seats; average \$72,000) stayed well above par with \$93,000 for the second week after an attendance record-breaking opener of \$114,000. The two-week total

added up to a juicy \$207,000. Bill has Tony and Sally DeMarco, Ted Straeter ork, Paul Winchell, Charles Trenet and *The Hucksters*.

Strand (2,700 seats; average \$40,000) held its own with \$50,000 for the second period after opening to \$65,000. The 14 days brought in \$115,000 with the Freddy Martin band, Artie Dann; Jean, Jack and Judy, and *Cry Wolf*.

Paramount (3,654 seats; average \$85,000) skidded to \$60,000 for the third week's take after a \$90,000 opener and a middle stanza of \$75,000. The three-period gross amounted to \$225,000 for Phil Spitalny's all-girl band, Elizabeth Talbot-Martin and *The Perils of Pauline*.

Loew's State (3,500 seats; average \$25,000) dipped to \$18,500 with Benny Fields, Adrian Rollini Trio, Tim Herbert, Manor and Mignon, the Winter Sisters and *High Barbaree*. New show (reviewed this issue) has Dean Martin and Jerry Lewis, Gracie Barrie, Johnny Burke, the Herman Chittison Trio, Peggy Taylor Trio, Burns Twins and Evelyn, and *Fiesta*.

**Cafe Society Downtown,  
New York**

(Tuesday, July 29)

Capacity, 210. Prices, \$2.50 minimum. Operator, Barney Josephson. Booking, non-exclusive; publicity, Marvin Kohn. Estimated budget this show, \$1,000. Estimated budget previous show, \$800.

Stanley Prager's friends whooped it up for his opening, which was also his nitery preem. It's nice, of course, to have pals out front, but some of Prager's chums should be taken aside and told the facts of life. One of the facts is that when a performer is out there punching he doesn't need pep talks from ringsiders.

As a nitery comic Prager has some rather good ideas. His opener, in which he waxed indignant at Hollywood, was loaded with giggles. The trouble with Prager's act was its lack of flexibility. His indignation bits were used to the hilt and while they were amusing they tended to run to a sameness that made for bad pacing. One of his best routines was his *Ode to the Bronx*. The idea smacked of originality but wordiness

made it difficult to follow. The fact was that when Prager stopped his singing(?) and went into a chatter he pulled yocks. His finale was another rhymer which sounded like Donald Ogden Stewart. Like the previous number it also was too wordy. Less polysyllabic words and more earthy stuff should make his act a better commercial bet.

**Rose Murphy Slimmer**

Rose Murphy, as talented as ever, seemed to have lost some weight since last caught. Her material hasn't changed. It is still that same surprising mousy voice coming out of a big girl to the accompaniment of her own wonderful piano playing. With her charming, infectious smile, plus some bits of solid selling, the gal had them right in her palm.

Annebelle Hill, reviewed before (*The Billboard*, May 28), was a hold-over.

Dave Martin's group (5) opened (*See Cafe Society on opposite page*)

*New Orleans  
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**Leon Prima**

**John Lester  
The New Orleans Critic Says:**  
Just for the record: That Yvette Dare at the 500 Club is one of the smoothest and most finished performers to hit New Orleans in many months. She has a class act that's beautiful and in good taste.



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**NIGHT CLUB REVIEWS**

**College Inn, Hotel Sherman,  
Chicago**

(Friday, July 25)

Capacity, 500. Price policy, \$1.50 and \$2.50 minimum week-ends. Manager, Hugh Kuhl. Booking policy, non-exclusive. Publicity, Howard Mayer Agency. Estimated budget this show, \$3,750.

Considering the \$3,750 budget, this revue probably packs more talent per dollar than any currently in town. The 75-minute session boasts a number of promising record names, who were a bit shaky at the start of their bits opening show, but each recuperated quickly and made sock finishes.

Charlie Ventura's bebop jazz sextet is perhaps the most commercial of the modern swing groups, with features such as Buddy Stewart's vocalizing a part of the three part harmony, with Ventura's tenor and Kai Winding's trombone, Shelly Manne's uninhibited grimaces and writhing at the tubs, and the enthusiasm and kick the group get from working, projecting to even the squarest and making them sit up and take notice. From a musical standpoint, group rates high when playing jazz, but when the two saxmen, added for the College Inn stay, came on to do some new pops and ballads worked out for this show, group showed that it had very little rehearsal up to show time.

Show is heavy on vocals, with three singers on deck, but each has a very distinct style, set well apart from his cohorts on this revue. Stewart, ex-Krupa songster, aside from his vocal aping of a horn with the sextet, did a good job on straight ballads in a jazz meter. Chirp Jackie Cain was visibly shaky on her first number, but picked up on her second and won two call-backs. Gal, an unassuming stylist, sings out in a rich, deep voice, which didn't get a break from the poor p.-a. set-up here. Gal has unique phrasing and shading characteristics enough to make her a standout. Since heard first two months ago, she has assumed certain vocal mannerisms of top gal singers which have hurt her own original vocal treatment.

Tenor Clark Dennis, from the Capitol platter roster went thru some weird facial contortions on a nervous opener, but settled down. A pop singer, he had a difficult job in closing the show after a solid hour of jazz and wisely inserted a jived up version of a cowboy ballad for his opener. After that, he went in for show tunes and pops, with his commercial selection getting a healthy mitt because of its contrast against the heavy jive of the first part of the show. Guy's rendition of *Peg o' My Heart* pulled a huge closing mitt.

Jose Melis, Mercury 88-er, got attention immediately, flashing a winning smile to get diners on his side. Guy looks like he's in his early 20s, but plays with a mastery of one much older. His control was best noted in his *Bumble Boogie* and another rolling bass bit, both of which he played at double the tempo other ivory-knucklers use. Won three call-backs, registering well with a piano novelty in which he takes the four numbers in any payee's phone number and works out a four note melody, which he plays the way any composer the payee names might have done it.

Emsee on the dinner show was Dave Garroway, WMAQ jazz platter pilot, who clicked solidly, doing the same imaginative patter that he does on one of his air shots. Guy should try more of his New Yorker type ad libs, for the few gags he got over spiced the otherwise rather sober presentation and were well received. Studs Terkel, WENR disk jock, handles late show emseing.

*Johnny Sippel.*

**Preview Cocktail Lounge  
New Orleans**

(Wednesday, July 30)

Capacity, 385. Price policy, no cover or minimum. Shows at 10:30, 12:30 and 2:30; on Saturday, at 9:30, 10:40, 1 and 3. Owner-operator, William G. Gruber. Booking policy, non-exclusive. Publicity manager Bert Selmer. Estimated budget this show, \$2,000; estimated budget last show, \$2,350.

This glittering Canal Street corner spot, which will be one year old September 17, continues to change shows every two weeks and apparently is attracting capacity crowds without a let-up. The set-up should be improved considerably with addition of a dance floor next fall.

Humor in the new show is on a low level thruout but (or perhaps because of that fact) there isn't a dull moment. Guffaws and heavy mitting reward the unceasing line of blue gags in such volume that performers can't be blamed for dishing out the stuff. Nevertheless, injection of some clean humor certainly would have improved the total effect.

**Sally O'Dair Boffo**

A fresh and clean note was contributed by Sally O'Dair, young canary. She led off poorly on *Across the Alley From the Alamo*, but won two terrific mitts with *Almost Like Being in Love* and *All the Things You Are*. Her delivery was something special, depending on a finely controlled, low, dramatic voice to sell.

Also starting slow but getting the crowd's interest and holding it to end was Phil D'Rey, ventriloquist. D'Rey uses a small monkey to start and at first it seemed that the animal was nothing but a stuffed toy. However, animation of the monk became more natural working up to a high spot when D'Rey did a bit with a trumpet and the monk climbed all over and almost into the instrument. It finally pushed the valves down on *Bye, Bye, Blues* while D'Rey blew. He then graduated to a big monk with facial expressions which almost killed the crowd, the monk ended up singing, and then whistling with a provocative twitching of the upper lip. For a closer, D'Rey put the animal to bed in a suitcase, picked it up and walked off, with the monk whistling softer and softer for an effective ending.

**Joe Rio Emsees**

Joe Rio, esmee, depended largely on blue material and stunts to pull lots of laughs. The crowd went especially for a Negro preacher stunt.

Gene Meyer's house band (6) did a good job cutting the show. The ork is lively and has proved popular during its two months at the spot.

*Dick Hartshorn.*

**The Cascades, Hotel  
Biltmore, New York**

(Wednesday, July 30)

Capacity, 800. Prices, \$1-1.50 cover after 10. Shows at 9 and 12. Owner, Hotel Biltmore. Manager, John J. Horsman. Publicity, Estelle Foley. Booking policy, non-exclusive. Estimated cost current show, \$3,500; previous show estimate, \$3,000.

New show is obviously aimed at the Spanish speaking trade that theoretically does its summer vacationing in New York. For those who like their Castilian and Andalusian dances in big gobs, the show gives them their money's worth. For the average American, the stuff is too repetitious.

Rosario and Antonio now have four additional people in their act, plus a piano-conductor. Routines are full of the traditional heel clicks, castanets and other bits customary to the flamenco deliveries. Show is on a concertish scale, bringing on Rosario, then Antonio, then the other members of the cast. Opening night routine left considerable to be desired. The segues were awkward and left lull after lull, at least one being so long that it looked as if the show (*See The Casades, opposite page*)

Iceland, New York

(Tuesday, July 29)

Capacity, 850. Policy, \$2 minimum. Shows at 7:30 and 12. Operators, Abe Goldstein and Noel Lee. Booking policy, non-exclusive. Publicity, Frances E. Kaye. Estimated budget this show, \$1,300. Estimated budget last show, \$1,800.

Nine skaters comprise the show in the largest seating night spot on Broadway. On the whole, it is a weak offering with an occasional redeeming factor. Despite the postage stamp-size frozen floor, the surprisingly pretty chorus line (4) seems lost. The costuming by Jac Lewis is fresh and striking.

The scantily-clad Icelandarlings (Johanna Schultz, June Payne, Jo-An Axtell and Ray Hoyt) opened with what seemed to be a poorly rehearsed routine, bolstered somewhat by the feature skating of Florence Budny. Art and Ed Leary followed with a slapstick comedy version of Peanut Vendor, with the vendor falling flat on his face, and so did the act. The two good-looking guys are capable bladders, but their attempts at humor were a failure. The line (three this time) came back smartly attired, headed by Miss Axtell, doing toe spins and was cordially received.

Boy-Girl Team

Leary and Flagg (boy and girl) lent the best professional touch to the bill with a neatly executed acrobatic dance which won the approval of the smorgasbord minimizers. The four-minute rhythm routine was all too short and is deserving of a better spot.

The icers rested while Frankie Frisava, drummer in Blimpy's ork (which cut the show to ribbons), did a fair panto to a high-pitched recording. His Larry Parks encore stopped the performance colder than the refrigerated floor and called for three more Mammy impersonations. Rock bottom was reached, sans

skates, when Emsee Lou Menschel, whose rich baritone voice should be utilized for a singing single, attempted comedy-dialog with moon-stomached Blimpy Blank. Judging from the customer reaction, the humor try met stone silence, which was partially reprieved by scattered applause for the high-note trumpeting wind-up by Blank. The roly-poly band leader has the rudiments for comedy but he needs the wordage. His best asset is his tootling.

Art and Leary Return

Two of the choristers (Axtell and Budny) dueted smoothly to a well-piped Menschel medley of pop tunes, followed by Art and Leary doing a return in cutaway garb. The latter, doing a straight synchronized figure number, sold better than their earlier Vendor bit. A slow tempo Manhattan Serenade choral offering in transparent flowing gowns was effective.

Leary and Flagg's second appearance was a skillfully executed skating ballroom dance in precise unison with the strains of Intermezzo. Team is mainly floor workers with an occasional dignified lift. Their poise and smooth blading is on a par with the best.

Grand finale was a black-light chorus routine, winding up with quick flashes of the individual acts.

Paul Von Gossner did the choreography.

Jack Tell.

CAFE SOCIETY

(Continued from opposite page) the show with an original, Swing Street Serenade, and followed it with Red Light. Both tunes were done with commendable spirit. The combo's show backing was good.

Bill Smith.

Johnny and Estelle alternating with the Nocturnes for the season at the Riptide Club, Rehoboth, Del.

THE CASCADES

(Continued from opposite page)

was over. A lot of tightening is indicated.

Carlos Montoya, guitarist, worked in the middle as a single then back to work with the group. His playing was skillful. At least it showed considerable fingering. But by American standards the selling job wasn't there.

As dancers both Rosario and Antonio are tops in their field. The boy particularly gets a lot of fire into his work and knows how to sell. Compared with him the dancing done by the other people in the troupe suffered by contrast. They tried hard enough but what they showed wasn't enough to raise any great amount of interest. Tho a large number of people who apparently understood the twirls, grimaces and cavorts gave shrieks of "hoya!"

Best commercial part of the act was an audience participation gimmick using a Chilean dance as the bait. The entire company first showed what was what, then went thru the audience picking out customers of both sexes and bring them up on the platform to get into the act. An old gimmick, but it was successful.

Ray Heatherton's band cut the show, with Silvo Masciarelli conducting.

Bill Smith.

LOEW'S STATE

(Continued from page 43)

subject but didn't seem to materialize. However, her strong pipes pulled her out and she exited big.

Peggy Taylor Trio

The Peggy Taylor Trio, in next to close, was an adagio team (two lads, one girl) in Argentine costumes doing routines to Latin beat. They did a precision act with accent on the female's aerial poise as she was thrown

from one understander to the other. They kept the customers heated up and went off to a big duke.

Louis Basil, the house bandsman in the pit, introduced Jerry Lewis, whose short snappy cracks had the payees in his palm. They hung on every word and registered loud. Dean Martin's Crosby-like warbling was a delight, enhanced by smooth tipping of the mike back and forth for titters. The Old Gang of Mine bit, an oldie, with Lewis as the waiter, and the Cary Grant impersonation lost none of their appeal. A new comedy satire on Vaughn Monroe's Racing With the Moon copped additional laughs. Lewis's clucking into the mike set the rhythm for Donkey Serenade, which brought the house to its feet for a sock finish. Standard encore had Lewis in front of the pit ork breaking up the music to Martin's crooning of Old Man River. It was terrific.

Pic, Fiesta.

Jack Tell.

NORWALK, Conn., Aug. 2.—Thomas Kilcoyne has come from the Strand Theater, Amesbury, Mass., to manage the Rialto here, replacing Merrick Lyon, who has been appointed manager of the Palace.

SMILEY BURNETTE

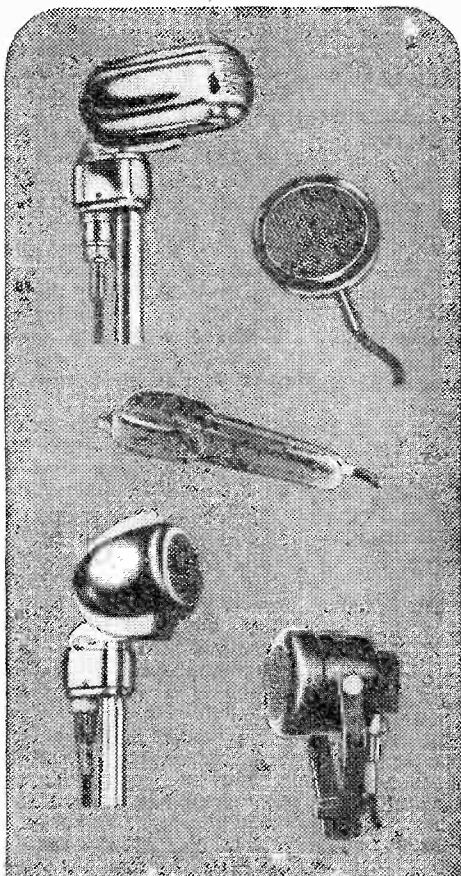
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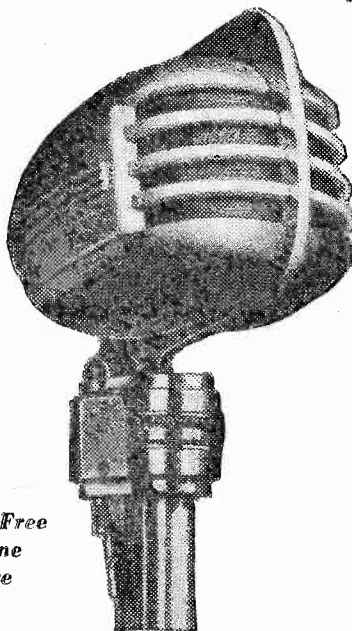


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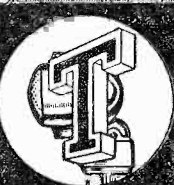
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## Barter Troupe To Take 'Arms' Thruout U. S.

ABINGDON, Va., Aug. 2. — The Barter Theater will make its first national tour this season, beginning October 6 in Charleston, W. Va. The legit outfit will be on the road about nine months with Shaw's *Arms and the Man*. Ducat prices will be the same as in the past, \$1.36 and 83 cents. The tour will hit mainly small cities thruout the country, including many which haven't seen legit shows for years.

The Barter Theater will also have two other companies out at the same time. These troupes will play in the South—Virginia, the Carolinas, Georgia and Texas—one following the other so as to give the natives more shows. *The Importance of Being Earnest* and *Twelfth Night* are already set for these companies.

## Equity and League Recess Negotiations

NEW YORK, Aug. 2.—Negotiations for a new contract between Actors Equity Association (AEA) and the League of New York Theaters were recessed this week to permit the AEA negotiating committee to report back to the Equity council, which meets Monday (4). Much of the council meeting will be devoted to the league's reception of Equity's demand that the pact carry a provision permitting AEA to prohibit its members from acting in the National Theater, Washington. This demand has been the major stumbling block in the negotiations.

The negotiating session yesterday morning (1) was given over to the Chorus Equity contract. The Equity negotiating committee then met in the afternoon to pick a date for resumption of talks, but decided to wait until after the council meeting to name a day.

## Three Indianapolis Concerts Reap 24C

INDIANAPOLIS, Aug. 2. — The Indianapolis Summer Symphony Orchestra, directed by Fabien Sevitzky, with its second shot of big time operetta here (three concerts July 20, 23 and 26) drew an excellent 14,176 attendance in Butler Bowl, the directors of the Indianapolis Centennial Commission report, despite inclement weather. The gross was \$24,500. Prices were 50 cents to \$3.60, including tax. Tax was deducted from gross take.

If the Olsen and Johnson appearance materializes, their show will turn the south end of the Butler Bowl into a madhouse the evenings of August 8, 9 and 10. Negotiations are also under way to present Benny, Downey, Goodman and Jolson.

## ATAM and Managers To Begin Dickering

NEW YORK, Aug. 2.—The Association of Theatrical Agents and Managers (ATAM) probably will begin negotiations next week for contract revisions with the League of New York Theaters.

According to Oliver Sayler, ATAM business agent, the league was asked to open negotiations some time ago, but the bargaining session was delayed because Lee Shubert was in Europe. No definite day for the meeting has yet been set.

## Experimental Theater

### PROMISED VALLEY

(Opened Wednesday, July 23)

#### UNIVERSITY OF UTAH BOWL, SALT LAKE CITY

A musical with music by Crawford Gates. Book and lyrics by Arnold Sundgaard. Staged and directed by C. Lowell Lees. Musical direction, Jay Blackton. Dances created and directed by Helen Tamiris. Settings, Vern Adix. Costumes, Sereta Jones. Presented by the Utah Centennial Commission.

Jedediah Cutler.....Alfred Drake  
Celia Faraday Cutler, his Wife...Jet MacDonald  
Emma Faraday.....Lila Brimhall  
Caleb Faraday.....Ross Dalton  
Fennelly Parsons, a Neighbor...Ross B. Ramsey  
Bishop Qumby Leighton.....Louis Mallory  
Milo, Member of Cutler Company...Gordon Low  
Lorenzo, Member of Cutler Company...Neil W.

Colonel John Broderick.....John Nicolaysen  
Leader.....Richard Davies  
Dancers:  
Indian Princess.....Nelle Fisher  
Young Chief.....Barton Mumaw  
Mrs. Parsons.....Ruth Weller

Billy Rose pioneered the idea that top entertainment values could be created in the sticks if top talent in production and presentation were obtained to relieve the curse of amateurism. The Utah Centennial Commission took a leaf from his book in its production of *Promised Valley*, a musical play commemorating the 100th anniversary of the colonization of Utah by the Mormon pioneers.

*Promised Valley* is a love story tied loosely into the history of the trek of Brigham Young and the Mormons from Nauvoo, Ill., to the Great Salt Lake Valley, and the dramatic incidents which occurred in establishing Salt Lake City and Utah. Arnold Sundgaard found plenty of situations in history to weave a mild but effective story which ties together the songs of Alfred Drake and Jet MacDonald and the dance patterns of Helen Tamiris. Only in the prolog, where he attempts to set the historical background, does the story interfere with the action of the play.

#### Simple Story

The story is simple. Cutler and his wife, as members of the party of Mormon pioneers, dream of the promised valley of the Great Salt Lake. Cutler as he prepares for the trek of 1846-47, is asked to enlist in the Mormon battalion and marches away from Fort Leavenworth to San Diego as part of the Mexican campaign of 1846. His wife carries on to the culmination of the great trek where she is joined by her husband with stories of the fertile valleys of the Pacific slope. They eventually settle in the promised valley to help build the new State.

The production, apart from its sectional implications, is sock entertainment. Lyrics by Sungaard and music by Gates develop several numbers which easily might become pop—with very little change from their place in the production. Top numbers are *Love Is My Song* and *Sparlin' on a Sunday Night*. They are already whistling them in the Mountain States. *Go West*, a production number, also is good. Two novelty songs, *The Shirt Song* and *Cushioned Seat*, by Ross B. Ramsey are likewise potential hits.

*Valley* was practically made to order for Alfred Drake. Settings, songs, the vigorous outdoor characters all are reminiscent of his stint in *Oklahoma*. His *Go West, I Dream of a Valley Home* and *Love Is My Song* have the tempo and lilt of *Oklahoma* and *Surrey With the Fringe on Top*. Jet MacDonald is an eyeful in the leading role.

#### Superb Production

Setting and dressing of the dance numbers are superb, and the choreography a sock hit. There are five production numbers. Two of them, an Indian ceremonial and the cricket-gull choral ballad, are real show stoppers. The cricket-gull dance is based on the Mormon miracle of the gulls when crops were saved from



## BROADWAY SHOWLOG

Performances Thru  
August 2 1947

### Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	111
All My Sons... (Coronet)	1-29, '47	214
Born Yesterday... (Lyceum)	2-4, '46	632
Happy Birthday... (Broadhurst)	10-31, '46	312
Harvey... (48th Street)	11-1, '44	1,166
John Loves Mary... (Music Box)	2-4, '47	207
State of the Union... (Hudson)	11-15, '45	717
Voice of the Turtle, The... (Marquee)	12-3, '43	1,333

### DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	254
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### Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	508
Brigadoon... (Ziegfeld)	3-13, '47	164
Call Me Mister... (National)	4-18, '46	543
Finian's Rainbow... (46th Street Theater)	1-10, '47	235
Oklahoma... (St. James)	3-31, '43	1,860

### MUSICAL REVIVALS

Sweethearts... (Shubert)	1-21, '47	224
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### ICE SHOWS

Icetime of 1948... (Center)	5-23, '47	86
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### CLOSED

Laura... (Cort)	8-2, '47	44
The Telephone and The Medium... (Barrymore)	8-2, '47	107

## French Plays Take London

LONDON, Aug. 2.—London's interest in French plays is notably more active this year than before the war. Jean Cocteau's *The Eagle Has Two Heads* has been playing to packed houses a whole year and Jean-Paul Sartre's two short plays, *Men Without Graves* and *The Respectable Whore*, which caused so much commotion in Paris last fall, have just been put on the boards at the Hammersmith.

Dassary is a huge success at the music hall, and the Ballets des Champs-Elysees has clicked with its repertory. Louis Jouvet and his company are going to Scotland for the Edinburgh Theater Festival, and West End rumors have a French theater in the making for London.

## Marilyn Landers, Daughter Of Manager, in "Oklahoma"

HARTFORD, Conn., Aug. 2.—Marilyn Landers, daughter of George E. Landers, E. M. Loew's theater manager here, left for Washington Monday (28) to join the National troupe of *Oklahoma*. She will make her debut August 11 at the National Theater. In addition to playing the role of Gertie, she will understudy Laurie and Ado Annie assignments.

crickets by prayer and the "miraculous" gulls.

One local performer, Ross B. Ramsey as Fennelly Parsons, scored a tremendous personal hit with a performance that would have clicked anywhere. Virginia Tanner, also a local, scored in the dancing, in which Nelle Fisher and Barton Mumaw, Broadwayites, were little short of colossal.

On the basis of opening perform-

## Capitol Goal: Open Belasco

WASHINGTON, Aug. 2.—A renewed drive to induce the Treasury Department to turn back the old Belasco Theater for legitimate productions is gaining momentum among newspapers and on Capitol Hill. The Washington Post jumped on the bandwagon this week with an editorial urging the Treasury to relinquish its claim on the Belasco, for the good of "the community's cultural life."

The Post editorial pointed out that the theater's orchestra section is being used "only for dead storage, while the balconies accommodate dead files." It was suggested that Treasury officials offer to lease the theater "until such time as they are able to utilize the site for a new structure."

In the closing days of the congressional session, a House expenditures subcommittee took official cognizance of the situation, requesting the public buildings commissioner to look into the possibility of renting the government-owned property to some theatrical producer.

Sole Washington legit house at present is the National Theater, altho Lisner Auditorium made a recent short-lived attempt to put on stage productions. A tangle with local groups over Jim Crow policies is said to have been responsible for that closing.

## 'Claudia' in Nosedive To \$9,800; Detroit Stage Disappointed

DETROIT, Aug. 2.—The second production of Detroit Stage, Inc. at the Music Hall—*Claudia*, with Kim Hunter in the title role—took a heavy nosedive to a \$9,800 gross the first week, and the second week did not appear likely to equal the first, with opposition from other legitimate houses which were dark the week before.

One reason for the drop from the \$23,000 and \$25,000 figures rung up the preceding two weeks with Lucille Ball in *Dream Girl* appeared to be the fact that *Claudia* had already been seen by a large percentage of Detroit showgoers. Another probably was the absence of the high-powered box office appeal of Lucille Ball. However, as the one-set production this week was in nearly all respects considerably less expensive, the management of Detroit Stage was reasonably satisfied with results, figuring the first week's grosses as one of those pleasant surprises that shouldn't be expected in a venture of this type.

Departure of Horace Greely McNab as press agent for Detroit Stage resulted in a report by Mark Beltaire, gossip columnist for *The Detroit Free Press*, that McNab had been let out and was going to the Shuberts. Beltaire suggested that, "Fascinated by Detroit Stage's box office appeal, the Shuberts are giving the Cass and Lafayette theaters summer attractions in an attempt to cut in." A spokesman for Detroit Stage denied McNab had been fired, saying he had requested his release some time ago.

Beltaire's theory that the bookings of *The Red Mill* at the Cass and *Joan of Lorraine* at the Lafayette were motivated by the Music Hall venture, which caused some heartburnings on the local Rialto, was contrary to the fact that both houses have stayed open a good part of the summer in recent seasons.

ance, show is sold out for the week to gross approximately \$150,000, which is just about the nut. It is scheduled for 18 performances with capacity 10,000 nightly.

Stephen J. Moloney.

## Strawhat Reviews

### PAYMENT DEFERRED

(Opened July 30, 1947)

#### THE CIVIC AUDITORIUM, KINGSPOUR, TENN.

Melodrama by Jeffery Dell. Direction by Alexander Ivo. Stage manager, William Matthews. Scenery, costumes and lighting, Peter Bucknell. Presented by Barter Theater.

Charles Hammon.....Ernest Borgnine  
Prospective Tenant.....Woodrow Romoff  
William Marble.....Larry Gates  
Annie Marble.....Fern Bennett  
Winnie Marble.....Margaret Draper  
Jim Medland.....Frederick Warriner  
Harry Gentle.....Tom McDermott  
Bert Bricketts.....Ken Raymond  
Madam Collins.....Mary Hayden  
Dr. Atkinson.....Gordon Sommers

This was an evening to gladden the hearts of those who believe in the future of legit on the road. For taking a script which is far from the answer to audiences' prayer, and playing on a hot, muggy night in a barnlike auditorium primarily designed for sports shows the Barter Theater managed to communicate enough theater magic to make plenty of new fans for the cause of round actors.

*Payment Deferred* is a play which first brought fame to Charles Laughton in 1931 in London. It is a vehicle, pure and simple, and tells a tale of a hard-up man who murders his nephew for a walletful. He gets away with this gory job, but his wife poisons herself when she finds he has been cheating on her and he is nabbed and given the full count.

The script is slow-moving with its climax in the beginning. Even the wind-up is anti-climactic. The play builds very little beyond a character study of the murderer.

#### Larry Gates Excels

Even faced with this script, the Barter Theater does a bang-up job in the role Laughton created. Larry Gates gives the audience a memorable character sketch. As his wife, Fern Bennett builds an adequate amount of sympathy for herself and in addition has several moments when she dominates the stage. Margaret Draper, playing the daughter of the family, does a fine acting job. Her last-act bit when she tells on her father not only is well done, but shows an exceptional acting range, for the gal's character has changed tremendously during the script. Mary Hayden plays a French woman to the hilt. In smaller bits Frederic Warriner, Gordon Sommers, Tom McDermott, Ernest Borgnine and Woodrow Romoff spark the production.

Direction by Alexander Ivo was adequate, but could have been tighter, especially at the second-act curtain when the wife discovers her husband is a handy guy with cyanide. More could have been made of this moment. Peter Bucknell's set of a living room of a lower middle class family in England backstops the script nicely and both his lighting and costuming add additional pro touches to the proceedings.

With all this one would wish the Barter Theater to choose a script more suited to ensemble acting and geared to give the audience more over-all satisfaction. However, the essential fact is that they are creating audiences where none existed before.

Leon Morse.

## ROUTES

### Dramatic and Musical

Born Yesterday (Erlanger) Chicago.  
Carousel (Shubert) Chicago.  
Call Me Mister (Blackstone) Chicago.  
Dream Girl, with Lucille Ball (Shubert) Boston.  
I Remember Mama (Geary) San Francisco.  
Joan of Lorraine (Shubert Lafayette) Detroit.  
Magic Touch (Erlanger) Buffalo.  
Oklahoma (National) Washington.  
Private Lives, with Tallulah Bankhead (Harris) Chicago.  
Red Mill (Cass) Detroit.

### THE COMMON GLORY

(Opened Thursday, July 17, 1947)

#### LAKE MATOAKA AMPHITHEATER, WILLIAMSBURG, VA

Narrator.....Robert Dale Martin  
King George III.....Bristow Hardin  
Lord North.....Clinton Atkinson  
Spanish Ambassador.....James Bray  
French Ambassador.....Kenneth Lassiter  
Earl of Cornwallis.....Ronald King  
Robert Gordon.....Euclid M. Hanbury Jr.  
Eileen Gordon.....Rosina Roberts  
William Pitt.....Howard Scammon  
Thomas Jefferson.....William W. Smithers  
Benjamin Franklin.....Reed Whipple  
John Adams.....Rex Sater  
Samuel Adams.....Murray L. Shapiro  
Patsy Jefferson.....Dorothy Lewis  
Hugh Taylor.....Denis Vaughan  
Colonel Byrd.....Nathaniel White  
Mrs. Byrd.....Evalyn Blandford  
Cephus Sicklemore.....Joseph Buchanan  
Mammy Huzzitt.....Anna Belle Koening  
Town Crier.....Mayer Joseph Binder  
Patrick Henry.....John Manos  
Reverend Mr. Madison.....Benjamin Bray  
Delegates.....Shanley Keeter, William C. Lerner, James Bray, Kenneth Rand McGinn.  
Death.....Marie Hunt  
John Smith.....Kenneth Lassiter  
John Rolfe.....Felix Hoffman  
Nathaniel Bacon.....Ronald King  
Pocahontas.....Florence Gaither  
Alexander Hamilton.....George Anderson

With *The Lost Colony* now in its seventh successful season at Roanoke, Island, Paul Green has opened his second historical symphony-drama. The story was intended first to commemorate the founding of the Jamestown colony, but this idea was rejected in favor of the story of Thomas Jefferson's fight for the ideals of freedom and equality, against the shifting scenes of Williamsburg, Monticello, Yorktown and King George III's court, with a fanciful dream sequence at the old Jamestown church tower dragged in as the play's only concession to its original plan.

Long on history and speeches, short on story and entertainment value, the preem lacked impact and suspense. The character of Jefferson is not forcefully drawn or portrayed, nor does it dominate the story. Dramatic cliches and histrionics are poor substitutes for artistry. Apparently handicapped by the documentary aspects of the story, Green's native genius for poetic and expressive writing seem subjugated to the historical narrative.

However, since *The Lost Colony* had many of the same faults at its beginning, and since Green has gradually polished that play into first-rate theater, there is plenty of promise in *The Common Glory*. It is capably acted by an ambitious group of young actors, all amateurs except the narrator, Robert Dale Martin. The music is authentic and the William and Mary College Chorus registers earfully. The amphitheater provides all that is needed mechanically and acoustically to make the show a good one.

Warner Twyford

### BONFIRE

(Opened Tuesday, July 22, 1947)

#### RIVERSIDE THEATER BRIDGTON, ME.

A new play by Elaine Elliott and Abraham Mandelstam, adapted from Dorothy Canfield Fisher's novel of same title. Staged by Herbert Machiz, setting by Ralph Alswang. Stage manager, William Douchette. Press representative, Christine McKeown. Presented by Samuel L. Lebovitz.

Isabel Foote.....Bonnie Creager  
Gussie Kemp.....Reta Shaw  
Dr. Anson Craft.....Robert McQueeney  
Anna Craft.....Vicki Cummings  
Dr. Wyn Colchester.....James Bronson  
Henry Twombly.....Lou Frizzell  
Lawrence Stewart.....Willard Swire  
Mrs. Twombly.....Edith Skinner  
Fondella Twombly.....Elaine Smith  
Lixlee Burdick.....Sonia Shaw  
Ned Shank.....Van Williams  
Bert Thayer.....William Hawkes

As much as one would like to avoid punning, *Bonfire* can best be summed up as not so hot.

Dealing with the efforts of a native daughter to establish social service in a small Vermont community, the play lacks conviction principally because it is adapted from a 20-year-old book. Times have changed considerably in two decades, even in

## Avignon Plans Play Festival

AVIGNON, France, Aug. 2. — Avignon may become a French Bayreuth via a projected music and drama festival. It all started with an art exhibit held in the Pope's Palace, followed by a bid to conductor Roger Desormieres to supervise a music festival.

The Palace also boasts a theater, so Jean Vilar, one of Paris' top actor-directors, was asked to stage and star in Elliott's *Murder in the Cathedral*. Rather than do a revival, he preferred to join forces with director-playwright Maurice Clavel and put on three plays unknown to French audiences. The first will be Shakespeare's tragedy, *Richard II*, adapted by Jean Curtis and never before played in France. The second is Paul Claudel's *Story of Tobie and Sarah*, adapted from the Bible. The third will be Maurice Clavel's latest play, *Southern Terrace*.

There will be 25 actors in the company, among them Dussane, Germaine Monere, Alain Cluny, Michel Bouquet, Sylvia Montfort, Bernard Noel and Jacques Butin, as well as several first-year conservatory students. Jean Vilar will stage *Ricard II* and *Southern Terrace* and Maurice Cazeneuve, *Tobie and Sarah*. All three plays will be presented during Avignon Week, September 4 to 10.

## 'Lost Colony' Burned Out, Cast Helps to Rebuild the House

MANTEO, N. C., Aug. 2. — Just six days after a \$50,000 fire which destroyed the stage, dressing rooms and a large part of the stockade surrounding the Waterside Theater, Paul Green's symphonic drama, *The Lost Colony*, resumed its summer season Wednesday night.

The early reopening was made possible by six days of around-the-clock work in which cast members and production staff joined with workmen and townspeople to restore the destroyed part of the theater.

The fire interrupted the show's best season, which opened July 1. More than 15,000 persons attended the first 16 performances.

Vermont, and it is difficult to believe the central situation, which is the struggle of Anna Craft to put her project over at town meeting.

The secondary situation is her desire to have her brother, Dr. Anson Craft, just back from World War II, settle down and carry on the work of his forebears. Dr. Craft falls for a neighborhood vixen. Only the fact he is jilted by the little strumpet prevents his marrying her and going away. Convinced, however, that she has lost him and that her project will not pass the special town meeting, Anna accepts a government offer to go abroad in social work. The net result is that while she does a lot of work trying to gain town approval of a social project, she walks out on it in the end; and her efforts to save her brother go by the board.

#### Vicki Cummings in Lead

*Bonfire* could be improved either by putting the story back to circa 1927, as written, or perhaps by developing fully the fact that Anna is in love with Dr. Craft who was actually only an adopted brother.

Vicki Cummings, engaged as guest star for the leading role, gave everything she had to the chore and did all right, except that she seems suited by voice and appearance to more sophisticated portraits than that of a Vermont social service lass, even one tempered by war service. Robert McQueeney did a good job as Dr. Craft, and Reta Shaw and Bonnie Creager gave even performances, the

## Subway Circuit

### DEEP ARE THE ROOTS

(Opened July 29, 1947)

#### FLATBUSH THEATER, BROOKLYN, N. Y.

A drama by Arnaud D'Usseau and James Gow. Staging, Esther Snowden. Set, Howard Bay. Company manager, William Croucher. Press representative, Vince McKnight. Presented by Jules Leventhal.

Honey Turner.....Frankl Lynn  
Bella Charles.....Jacqueline Andre  
Sen. Ellsworth Langdon.....Robert Harrison  
Genevra Langdon.....Nancy Hoadley  
Alice Langdon.....Madeline Holmes  
Roy Maxwell.....Earle Mayo  
Howard Merrick.....Theodore Newton  
Brett Charles.....Henry B. Scott  
Sheriff Serkin.....Gordon Underwood  
Chuck Warren.....Ralph Meeker  
Bob Izay.....John Wade

It isn't likely that the subway circuit's latest entrant will back up the sock returns which have been prevalent at the Flatbush and Windsor houses. However, while it is not up to the standard of previous weeks, *Deep Are the Roots* will probably turn up a solid profit on the basis of its Broadway reputation.

Unfortunately, *Roots*, while it makes pretense to a crucial social message, is no more than well-contrived commercial theater. Its importance on the Stem had its source in superb performances by Gordon Heath as the troubled Negro veteran and Barbara Bel Geddes as the Southern senator's daughter who found she loved him, and from excellent support by a hand-picked company. Actually, authors D'Usseau and Gow had a sharp, hard-hitting idea on racial intolerance and injustice and altho, as usual, they had no solution for the problem, *Roots* could have been a play of terrific impact. But the authors elected to clutter it with corny and contrived situations about a stolen watch, and impulses which are almost unbelievable in intelligent people. It took a lot of acting and canny direction to put it across for a successful Broadway run—and it got plenty of both.

#### Not Up to Stem Job

However, the subway circuit edition is far from up to the big-time original, if memory serves. Esther Snowden, who stage-managed the Stem version, has followed Elia Kazan's direction pattern and accomplished a competent staging job. What looks like Howard Bay's original excellent setting is on hand for a background. There are several strong performances from players who evidently know what they're doing, but the over-all lacks the gloss that made it a Broadway sellout.

Castwise, Henry Scott, who understudied Gordon Heath's original chore, does smoothly enough by the vet, altho he will have to put more vocal pyrotechnics into his stint to be heard beyond the fourth row. Nancy Hoadley does splendidly by the senator's youngest child and, of course, Theodore Newton, who put in plenty of time in the Stem production, repeats admirably as the dandy yankee novelist. Robert Harrison is a reasonable facsimile of the original corny senator and Taylor Holmes's daughter, Madeleine, is ditto as the more-than-somewhat confused elder daughter. The rest of them fill in adequately.

*Roots*, as noted above, will likely do all right financially, but it won't do the kind of business which calls for the repeat engagements which have become a pattern for the Leventhal opera.

Bob Francis.

latter improving as the play progressed.

Sonia Shaw as the local vampire was not physically equipped for the part, and gave a hideous performance, for which Director Machiz must be to blame. Several other minor roles were poorly done.

Harold Cail.

## Magie

By Bill Sachs

LUCILLE AND EDDIE ROBERTS, magical mentalists, open August 20 at El Rancho Vegas, Las Vegas, Nev., set by Lou Irwin of Hollywood. They return to the Cotillion Room of Hotel Pierre, New York, November 11 for four weeks. . . . L. E. (Roba) Collins visited for two days in St. Louis recently and spent some time with Ray and Norma, mentalists, and Ben R. Bradley, former prexy of the St. Louis Assembly, Society of American Magicians. Roy Mayer is the new president of the St. Louis SAM. . . . Harry Blackstone and Harry Jr. are spending a few weeks in Davenport, Ia., where the former is undergoing treatment for his throat at the Palmer School Clinic. The master rabbit-hider is skedded to crack his new season in Buffalo August 20. . . . Jack Herbert is on his third return engagement at the Atomic Club, Houston. . . . Charles and Madeleine RossKamm were booked by the Gorham Company for its annual sales division conference held recently at the Rhode Island Country Club, Providence, and attended by the silver firm's sales heads from all parts of the U. S. Silverman Theatrical Agency, Providence, handled the booking. . . . Frank Starinieri, of New Philadelphia, O., has joined the staff of the Nelson Enterprises, Columbus, O., where he will be in charge of the magic store. . . . Edward Rector Tullock is set with his table magic at the Martinique, Chicago supper club, until October 1, with options. . . . Al Sharpe, now associated with Walt Pratt's Magic Shop, Denver, announces that the firm's new catalog, to be released in September, will herald a number of new effects by Guy Bert of Paris. Sharpe has had as his guest recently Ray Degan, retired government narcotic agent and a member of the Buffalo Ring of the International Brotherhood of Magicians. Degan, who now lectures on his experiences as a Treasury Department agent, relates that he has broken a number of dope gangs by posing as a down-and-out magician. . . . George Marquis, who has been presenting his magic and spook nifties as a special Saturday midnight feature with the Madge Kinsey Players in Ohio, has closed with the tent show to begin his fair season for Bob Shaw, of the Gus Sun Booking Exchange.

PROF. RALPH M. PABST scribbles from Jacksonville, Fla.: "Have been here since the Fourth of July and have encountered many magi. Prof. Fred C. Tischner and wife, Jackie, were down from Chattanooga, where he is doing all right with teaching astrology and mentalism. He also lectures in the territory. I also saw Jack Smith, a local who does good magic to good returns. I recently left the hospital but hope to be one the road soon. Have bookings in Virginia lined up and plan to use two corking routines which I recently picked up from Fitzgibbons, hypnotist. Would like to get in touch with Walter Williams, of Winter Park, Fla., now on tour. Enjoyed very much Milbourne Christopher's recent column." . . . Zenobia Austin, former trouper

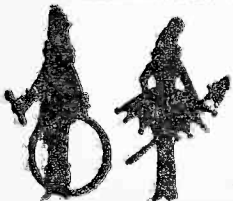
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## Busy Season For Biarritz

BIARRITZ, France, Aug. 2.—The entertainment season is in full swing here, with concerts, dancing and plays alternating with the more popular music-hall variety show. George Ulmer opened the season, and recitals by Samson Francois, Maurice Marechal and Noila Cousin followed. Nyota Inyoka gave an evening of dance, and there was a gala movie festival. The plays *By Chance*, with Alice Field and Henri Bosc, *Reins on the Neck* and *Arlette and Her Papas*, with Christiane Delyne, were presented.

The concert season opened yesterday with a 60-piece orchestra conducted by Gaston Poulet. Among the soloists will be Jacques Tribaud, Marcel Ciampi, Georges Enesco, Nicole Henriot and Lily Laskine.

Opera will have its spotlight with *Carmen*, *Faust*, *La Boheme* and *The Barber of Seville*, sung by Jose Lucioni, Juyol, Nore, and Jeanine Michaud.

Edith Piaf will give a program of her street songs and Mariemma and Anna Nevada a Spanish dance evening.

The season will last until September.

## Guild Players Fold Stamford Project

BRIDGEPORT, Conn., Aug. 2.—First casualty of the Connecticut strawhat circuit is the Guild Players at Stamford, Conn., who folded last week. Altho biz got off to a slow build, the take was not enough to cover pay-off.

Newest silo spot in Connecticut is the Playhouse, Southbury, which gets under way this week. It will be managed by Jack Quinn, former dancer with the Metropolitan Opera Company and recently director of the New Haven School of Ballet. Leon Michael will direct.

## Kerridge May Buy Out Williamson's Aussie Biz

SYDNEY, Aug. 2.—Bob Kerridge, the big man in New Zealand theater ownership, has just gone home, leaving a wake of strong rumors that he has been dickering for a controlling interest or outright purchase of Australian interests of J. C. Williamson & Company, Ltd. Williamson's managing director, E. J. Tait, died last week.

Kerridge, on being questioned, said: "I will be back in Australia soon and it might be a more opportune time to talk to you then." Kerridge is linked with the British film magnate, J. Arthur Rank.

and now manager of the Wood Theater, Spencer, W. Va., for the A. & M. Corporation, says he was burned to a crisp and many of his patrons were disappointed when a magician he had booked for the house July 15 failed to put in an appearance, and ran out on the date after fluffing Austin off with several flimsy excuses. *The Times Record*, of Spencer, in its issue of July 17 carried a one-column box, headed "Added Attraction," on its first page, reading: "The Great Jarvis, magician, who was scheduled to perform at the Wood Theater Tuesday (15), pulled a super-duper disappearing act. He vanished completely, failing to show up at the local theater for his performance. Mr. Austin, local manager, stated that he is still trying to solve the act." . . . John J. McManus, Detroit magic collector, recently presented President Truman with a solid gold ash tray. . . . William (Silent) Smith will be host to members of the Society of Detroit Magicians at their annual outing at his home in Saint Clair Shores near Detroit, August 17.

## Burlesque

By UNO

JUDY KING has been doubling as principal woman and as producer of shows the past five years at the Moulin Rouge, Oakland, Calif. . . . Lou and Claire DeVine are in summer stock at the Avenue, Detroit, where Mickey Jones opened August 1. Tommy (Scurvy) Miller goes on vacation from the Avenue the last half of August. New principals there are Jimmy Van, Joyce DeLiso, Inez Claire and Vicki Welles. . . . Dolly Malone, former star at the Empress, Milwaukee, and Mona Henderson and Lee Foster are dancers now at the Club Milwaukee, where Phil Kesten is emcee. . . . Allen Gilbert is producing at the Follies, Los Angeles. New in the cast there are Peaches and Myrna Dean. . . . Jim Bennett, ex-comic and show operator, has joined the colony of burleskers at Edgewater Park, Detroit, where he is a game concession manager. . . . Sam Gould and Ben Saunders, the Brown Derby Boys, cocktail act, closed 26 weeks at the Town Casino, Buffalo, and opened at the Milestone, Englewood Cliffs, N. J.

VERNON HOFF, after engagements at Tirza's, Coney Island, and 181 Club, Manhattan, has joined Frank and Ruth Palugia's *Gay New Yorker Revue* with the J. J. Kirkwood Shows at Phillippsburg, Md. . . . Lucia Parks, Lou Devine and Frances Parks became godparents last week for Karol Ann, daughter of Marion and Tiger Fodell, former burleskers. . . . Jack LaMont, former burly straight man, is recovering from a heart attack at his home in Brooklawn, N. J., and expects to be able to rejoin his act, *The 3½ Wits*, by Labor Day. . . . Jo Ann Dare is in her 16th month at the Liberty Inn, Chicago. . . . Tommy (Bozo) Snyder landed July 30 from his last USO tour, which had him eight months in Japan. . . . Cy and Alfreda Walker are in charge of concessions with the Clyde Beatty Circus. . . . Globe, Atlantic City, changes producers every fortnight. Replacing Billy Koud is Natalie Cartier. . . . Heidi (Cookie) Shaw is a new dancer with a Hawaiian routine at Tirza's, Coney Island, N. Y. . . . Joseph Ellul, owner of the Empress, Detroit, has leased out his two movie houses, Colony and Regal, to concentrate on Empress business. . . . Lucia Parks opened at the Palace, Buffalo, August 1. . . . June Cox, of the Gayety, Cincinnati, is vacationing in Detroit. . . . Lew Sharp is to assist Freddie Fulton putting on the show for NVA Post 690 American Legion October 10 at the Henry Hudson Hotel in New York. . . . Al Baker and Marcella have had their option renewed at the Burbank, Los Angeles.

## New Drama School for N. Y.?

NEW YORK, Aug. 2.—The city board of estimate has tabled action until August 28 on a proposal to remodel the Metropolitan Vocational High School (MVHS) into a high school for the performing arts, with special emphasis on drama, radio broadcasting and dance. MVHS, which is on 46th Street, would be altered to accommodate 300 students selected from the most talented kids in the city. The school would be staffed by 20 faculty instructors.

## Leigh's New Stem Spec

NEW YORK, Aug. 2.—Douglas Leigh, Inc., will erect a block long spectacular sign, which Leigh claims "will be unlike anything on Broadway," in Times Square shortly. Construction of the spec will get under way this month. Leigh refused to disclose the name of the advertiser, or the location, but it is considered significant that the framework of the old Wrigley sign, across from the Hotel Astor, is being dismantled.

## Cafes Fight Admish Tax Bill in St. Paul

ST. PAUL, Aug. 2.—Opposition to the admissions tax being proposed by the St. Paul City Council as a revenue measure was voiced here Tuesday (29) by liquor interests.

E. W. Murnane, attorney for the St. Paul On-Sale (by the drink) Liquor Dealers' Association, appeared before the council and complained that the proposed levy (1 cent on each dime or fraction thereof) on admissions of all kinds would require collection of the tax on one-half the price charged for food and drinks in places where any entertainment is offered.

He argued this would amount to a 5 per cent sales tax and would apply not only to night clubs but to every bar which had even so much as a radio in operation. Murnane said the liquor dealers object to the tax in principle because it is levied on certain groups of citizens—theatergoers and others—for the benefit of all. He argued that if there had to be an admission tax, it should be imposed only in cases where true admission fees were assessed.

The proposed ordinance was laid over until Tuesday (5).

## Aussie Equity Wants New Booking Rules

SYDNEY, Aug. 2.—Actors' Equity is considering urging booking rules similar to those of New South Wales for all States. These rules, any breach of which is punishable by a \$20 fine, are as follows:

1. No individual or corporation of any kind except the holder of a theatrical agent's license may act as an agent or demand or receive a booking fee.

2. All agents must keep registers of artists applying for employment and each job-seeking artist must confirm his application by countersigning the register or confirming by letter, which must be filed and kept available for inspection.

3. Agents are not permitted to charge more than 10 per cent commission at any time. In case an engagement lasts one month or more, the payment of half one week's salary by the artist shall complete the commission payable to the agent (i.e., if an artist obtains a job which lasts four months, he pays only commission at 10 per cent for the first five weeks). It is illegal for the artist to offer more, or for the agent to accept more.

## Kolb-Dill Comeback Sept. 2 After 15 Yrs.

SAN FRANCISCO, Aug. 2.—Kolb and Dill, the old comedy team, return to the stage at the Geary Theater September 2, after an absence of 15 years, in a revival of their hilarious *The High Cost of Loving*.

In the cast will be such members of the old company as Julia Blanc, playing Kolb's wife, Mrs. Klinke, and the movies' Frank Darien as Tiedmeyer. Another player will be George Poulkay, who acted at the old Tivoli with Ferris Hartman, Teddy Webb and George Cunningham.

## Ind. Tipple Tax: 16 Mil

INDIANAPOLIS, Aug. 2.—Sales of alcoholic beverages in Indiana netted the State \$16,188,062 in gross liquor tax revenues for the fiscal year which ended June 30. The tax was channeled on the following basis: \$6,544,431 to the State general fund, \$6,022,165 to the post-war construction fund and \$3,699,714 returned to counties of their origin.

## THE FINAL CURTAIN

**BAILEY**—W. C. (Bill), 53, manager of Omar's Greater Amusements, July 25 in Cushing, Okla., of pneumonia. He was confined to the Payne County Masonic Hospital July 14 when the shows were playing there. Survived by his widow; a brother, C. H. Bailey, Hot Springs; three sisters, Mrs. Doris Foster, Hot Springs; Mrs. J. P. Neal, Valley Center, Kan.; Mrs. Leo Thomas, Chetopa, Kan.; a half sister, Mrs. F. A. Moore, Chicago, and a half brother, M. T. Bailey, Hot Springs. Services and burial in Hot Springs.

**BARTONE**—Bart, 64, who with his wife, Pearl, for 35 years operated Bartone's Ideal Comedy Company, a medicine show, thru Ohio and Indiana, in Grant Hospital, Columbus, O., June 30. He had been in ill health nearly five years. Deceased started in show business 40 years ago as a trapeze performer and contortionist, and presented these specialties with his own show. Survived by his widow, who is carrying on with the show.

**BURNS**—Charles (Milton Kaufman), 63, former burlesque comedian and the past 15 years a talker at Coney Island, N. Y., in Coney Island Hospital July 25 after a cancer operation. Survived by a daughter, Carolea, a former vaude performer.

**CASDORF**—Jesse, 44, better known as Curly White, veteran concessionaire, recently in Valley City, N. D., of a heart ailment. Survived by his widow, Marjorie.

**DAVIS**—Lester A., 79, former theater manager and vaude performer, in Barre, Vt., July 20. He managed the Magnet Theater, Barre, from 1927 to 1932; the Central, Biddeford, Me., for two years, and managed the Paramount, Barre, until his retirement in December, 1945.

**DAVIS**—William Mills, 68, playwright, July 26 in Westbrook, Me.

**DAWSON**—William T., 25, dancer, drowned July 26 in Lake Michigan. He was in the Chicago companies of *Oklahoma!* and *Bloomer Girl* and the New York company of *Showboat*.

**DE BECKER**—Harold, 58, film and radio actor, July 23 in Hollywood. He appeared in many New York plays before entering films. His widow and a son survive.

**DIERSON**—Herbert M., 58, former carnival stunt man, July 28 in Jamaica, L. I., N. Y. Since 1937 he had been active in the salesboard and coin machine fields. He leaves his wife and a son, John.

**DULANEY**—Samuel J., 74, pioneer tent show comedian, July 14 in Wetzel County Hospital, New Martinsville, W. Va. Survived by a niece and three nephews. Services July 14, with burial in Pythian Cemetery, Pine Grove, W. Va.

**DYER**—Mrs. Ruth Norris, 52, retired concert contralto, July 27 at her home in North Castine, Me. A daughter, Mrs. E. W. Moore, survives.

**EWING**—Mrs. Lillian, 48, sister of Mrs. Sam Beaty, concessionaire on the World of Mirth Shows, recently in Atlanta. Mrs. Ewing, widow of the attorney, J. O. Ewing, was well known to outdoor showfolk.

**GALLUCCIO**—Mrs. Luigia M., mother of Olindo Galluccio, New England regional vice-president of the Society of American Magicians, July 24 at her home in Providence.

**GOAD**—Oscar G., 63, father of Millie and Dolly Good, radio singers known as the Girls of the Golden West, recently in East St. Louis, Ill. The sisters are members of the WLW (Cincinnati) staff and Millie is the wife of Bill McClusky, manager of WLW Promotions, Inc. Survived by his widow, two other daughters and four sons, all of East St. Louis.

**GOLD**—Irving, burlesque comedian on the old Columbia and Empire circuits and later a talker for Coney Island, N. Y., freak and girl shows, July 27 in Morrisania Hospital, New York, of cancer. Survived by his widow, Mabel, and a daughter. Burial in Ferncliff Cemetery, July 30.

**GREEN**—Philip A., 64, textile specialist and former Broadway producer, July 28 in Beach Haven Crest,

N. J. He was an active figure in the Lambs and produced *The First Legion* on Broadway with Bert Lytell in 1934.

**GRIFFIN**  
In loving memory of our dear Mother and Grandmother  
**KATE M. M. GRIFFIN**  
nee Freyer, a devout and practicing Catholic.  
Born Co. Galway, Ireland.  
Died June 15, 1938, Langhorne, Pa.  
Buried Co. Galway, Ireland.  
Loving son—John F. Griffin  
Loving daughter—Laura M. E. Griffin,  
R. N.  
(Mrs. Eric Almen), Executrix  
107 Lexington Ave., New York City.  
Mass Offered  
Granddaughter, Laura Dunham

**HAGGERTY**—Jack, 64 veteran outdoor showman, July 21 in the Warsaw Hospital, Geneseo, N. Y. The past 34 years he had been in the carnival business and at his death he was a partner of Frank Meagher, Livonia, N. Y. Survived by a daughter, Ferris, Rochester, N. Y.; his mother, Laura Haggerty, also of Rochester; two sisters, Mary Shakeshaft, Churchville, N. Y., and Mrs. Maude Matilda Doody, Rochester, and a brother, Rufus, Rochester. Burial in Livonia.

**HARRISON**—Thomas A. (Dad), father of Leo F. Harrison, ex-repster, in Ypsilanti, Mich., July 23. Interment in Highland Cemetery, that city.

**HENDRICKS**—Mrs. Mary E., 71, Broadway actress known as Mary Fanning, July 26 in New York. She appeared in the musicals *The Man Who Owns Broadway*, *Happy Land* and *Red Widow* with De Wolfe Hopper. Surviving are her husband,

John, a retired actor, and a daughter, Anne.

**HOMANS**—Robert, 72, character actor, July 28 in Los Angeles. Two daughters survive.

**KING**—Marshall Ludington, one of the founders of Circus Fans of America and its first president, at his home in Alexandria, Va., July 31. (Details in Circus Department.)

**McGUIRE**—James (Whitey), 60, former assistant boss hostler and eight-horse driver with the Sells-Floto and Ringling circuses, in Peru, Ind., July 19. McGuire was a circus man for 40 years.

**MERVILLE**—Reginald B., 56, musician and vaude actor, July 28 in Bellmore, L. I., N. Y. He was assistant bandmaster of the 307th Infantry Division in World War I, a double bass player with John Philip Sousa for five years and toured the Keith Circuit for 10 years in vaude. Survived by his widow, Niobe, and a brother, Thomas.

**MOFFAT**—Albert S., president of Stations WMAS and WLLH, July 22 in Watertown, Mass. His widow, two sisters and a brother survive.

**MORRIS**—Mrs. Charles B., mother of Maynard Morris, theatrical agent, July 30 in New York. Besides her son, she leaves a sister, Mrs. Charles E. Knowles.

**NASH**—Edmund W., 51, brother of poet and lyricist, Ogden Nash, July 27 in Baltimore.

**NORMAN**—Karyl, 51, known for his female impersonations as the "Creole Fashion Plate" in vaude and niteries, July 23 in Hollywood, Fla. He starred in two of his own Broadway shows and toured Australia in vaude.

**NORTH**—Robert Alexander, 43, showman for 26 years, best known as press agent for the late John M. Sheesley and Cole Bros.' Circus, July 25 in Virginia Baptist Hospital, Lynchburg, Va. As a youth he man-

aged the Trenton Theater, Lynchburg, for a time the past season he was connected with the Eagles Indoor Circus. He was last associated with the Cetlin & Wilson Shows. Survived by his mother, four brothers and two sisters, all of Lynchburg.

**POST**—Tom, 58, radio and vaude actor, July 19 in Chicago. He was heard on *Ma Perkins*, *Story of Mary Marlin* and *Fibber McGee and Molly*. His widow and son survive.

**RUBENSTEIN**—William (Rube Williams), formerly a well-known sheet writer and more recently operator of several concessions on Hamid's Steel Pier, Atlantic City, in New York July 26. Surviving are his widow, Sylvia, and a daughter, Honey. Services in New York July 29.

**STONE**—Henry Jr., 49, former vaude performer and outdoor showman, July 20 in Kearney (Neb.) Tuberculosis Sanitarium. He had a trained dog show on the D. S. Dudley Shows in 1940. Survived by his widow, Marion; his father and a daughter.

## Marriages

**HANKS-HEDRICK**—Samuel D. Hanks Jr., midget auto racing champion, and Alice C. Hedrick July 23 in Detroit.

**HENNIES-WILSON**—Harry W. Hennies, owner and general manager of Hennies Bros.' Shows, and Alice Wilson, operator of palmistry concessions for many years, the past several seasons with the Hennies org, July 10. Bride is the former wife of A. (Dutch) Wilson, who has several rides and the Motordrome on the Hennies Bros.' Shows.

**JACKSON-PATRICK**—Cornwall Jackson, Hollywood advertising exec, and Gail Patrick, film actress, in Hollywood July 25.

## Births

A son, Frank Jr., to Mr. and Mrs. Frank Bresk in Clinton County Hospital, Frankfort, Ind., July 17. Father is a concessionaire on the Cetlin & Wilson Shows.

A daughter, Texas Linda, to J. R. and Wendie Green in Indianapolis July 28.

A daughter to Mr. and Mrs. George Rose in Detroit recently. Father is a staff musician at Station WWJ, Detroit.

A son to Mr. and Mrs. Eddie Stuart July 24 in Philadelphia. Father is a musician, formerly with Elliot Lawrence's orchestra.

A daughter, Kathleen Mary, to Mr. and Mrs. Tom Shanahan June 24 in Milwaukee. Father is sports director of Station WEMP, Milwaukee.

A son, John Francis Jr., July 18 to Mr. and Mrs. Jack O'Brien. Father is manager of RCA's motion picture equipment section.

A daughter, Peggy, recently to Mr. and Mrs. Matty Matlocks. Father is with Paul Weston's ork.

A daughter, Carolyn Grey, June 25 to Mr. and Mrs. Joe Dale. Father is with the Gene Krupa ork. Mother was formerly a chirp with Krupa.

## Divorces

Mildred Jenkins, film actress, from A. Q. Bonner Jr., non-pro, in Los Angeles July 26.

Eve Arden, film, stage and radio actress, from Ned Bergen, Hollywood literary agent, in Reno, Nev., July 26.

Blanche Sullivan from W. D. Sullivan in San Antonio July 24. Both are concession operators.



*In Loving Memory of Our  
Dear Son and Brother*

**ORVILLE W. HENNIES**

Who Passed Away August 8, 1939

**MRS. DAISY HENNIES**      **HARRY**

Communications to 155 No. Clark St., Chicago 1, Ill.

## Wash. License Fees Will Be Hiked Oct. 1

### Circuses and Carnivals Hit

WASHINGTON, Aug. 2.—Circuses and carnivals playing the nation's capital will pay a heavy increase in license fees after October 1 under a ruling passed this week by the district commissioners. Operators of swimming pools and shooting galleries also face increased fees under the new license rates.

Circuses presently taxed at \$2 a day for each wagon or carload of equipment up to a \$250 maximum will have their fees jumped to \$6 a day, with the daily maximum upped to \$500.

For carnivals, the rate is increased from the present \$35 to \$50 daily. License to run a shooting gallery is hiked to \$20 from the present \$10, while swimming pools fees are lifted to \$50 from \$15.

Oddly enough, the rate for the local ball park which seats 35,000 customers remains at \$5 a year. Nearly all other fees were upped, however, with drugstores, auctioneers, public halls, restaurants, massage parlors and theaters among those affected.

The new rate schedule was set up by a special district committee after a study which lasted nearly a year. According to the local governing body, the higher fees are necessary to make the income sufficient to defray the cost of making inspections. A bill enacted in 1932 by Congress gives the D. C. commissioners the right to raise or lower license fees to meet changing costs in inspection duties. A public hearing on the new rates was held last May 9.

### Cost Up in Iowa

DES MOINES, Aug. 2.—Carnivals and circuses playing in Iowa since July 1 have found they have to shell out more in State taxes due to the new amusement tax passed during the recent session of the Legislature.

The State tax commission estimated that collection of the 2 per cent sales tax has increased State income more than 20 per cent from the carnivals and circuses due to the inclusion of all forms of amusements not previously taxed. This includes weighing machines, shooting galleries slots and pinballs, cranes, and even fortune telling.

Earle S. Smith, director of the sales tax division, estimated that Iowa fares this year also would be required to pay more taxes.

"Last year we collected \$11,000 in sales tax at the Iowa State Fair without the new amusement tax, and on that basis we expect receipts this year to run between \$13,000 and \$14,000."

Smith also expected a sizeable increase from the Clay County Fair where \$5,000 was collected last year.

### Concess Firm Chartered

CHARLESTON, W. Va., Aug. 2.—Midway Concessions Company, Camden Park, has received a charter from the secretary of state, with authorized capital stock of \$50,000, of which \$1,000 is paid in. Incorporators include John C. Malloy, Delma Sullivan and William H. Nudd Jr., all of Huntington, W. Va.

## High Prices

LOS ANGELES, Aug. 2.—Rattlesnakes and gila monsters come high in California, judging by a \$17,600 damage suit filed in Superior Court here for the death of one reptile and injury to another.

Charles F. Dailey and Jerry Overlade, operators of a Snake Show in Palmdale, Calif., are asking that sum from three sailors, Charles E. Santry, Robert B. Hughes and Theodore A. Steier, whom they claim willfully caused the death of a seven-foot Western Diamond-back rattlesnake and caused serious injury to a gila monster.

The defendants, it is alleged, attacked the reptiles with a pole and with stones while visiting the exhibition, with the result that the snake was killed and the gila monster lost an eye.

Show operators placed a value of \$2,500 on the rattler. Value of the gila monster was not appraised.

## 53 Shows Set for Garden Rodeo With \$138,330 in Prizes

NEW YORK, Aug. 2.—Frank Moore, rodeo manager of Madison Square Garden, announced the 22d annual world's championship rodeo will be run off at the Garden September 24-October 26, with 33 nights and 20 matinees, a total of 53 performances.

Total prize money will be \$138,330, plus entrance fees, an increase of \$9,200 over last year. Contests have been allotted the following purses: Bareback bronk riding, \$24,910 (1946, \$18,890), entrance fee, \$20; calf roping, \$24,910 (\$23,920), entrance fee, \$150; bronk riding, \$24,910 (\$24,440), entrance fee, \$30; steer wrestling, \$24,910 (\$23,920), entrance fee, \$150; bull riding, \$24,910 (\$24,440), entrance fee, \$30; and wild horse race, \$13,780, entrance fee, \$20. The wild horse race will get the purse allotted the wild cow milking contest last year.

Deadline for entries is noon, September 23.

## Honolulu Will Model Outdoor Show Code After Toronto Law

HONOLULU, Aug. 2.—An ordinance to regulate carnivals and circuses in the interests of public safety has been drafted by the city-county attorney's office here, but will not be submitted to the board of supervisors until additional information is received from Toronto, where a model regulation has been adopted.

The newly drafted ordinance provides for an inspector (under jurisdiction of the buildings department) whose duty it will be to visit all circuses and carnivals before they are given permission to open in the city.

"Safe construction of bleachers and protection for all machinery will be called for," said city-county attorney Wilford D. Godbold.

Carnival owners may be requested to sign a bond over to the city-county for payment in case of injury to a patron, Godbold added.

Godbold, who has received copies of city ordinances from New York,

## Aquatennial Up Tho Follies Dip; See Black Totals

MINNEAPOLIS, Aug. 2.—The eighth annual Minneapolis Aquatennial went way over the one million attendance mark and probably ended up on the black side of the ledger, Joyce Swan, aquatennial president, reported when the summer festival ended with the coronation of Patricia McLane, of Minneapolis, as Queen of the Lakes for the 1948 fete.

Meanwhile, Al Sheehan, producer-director of the *Aqua Follies*, one of the major activities of aquatennial week, declared both attendance and take on this year's presentation was "slightly under" that of last year.

### Record Attendance

Swan said that the aquatennial association will not have complete figures on the 1947 festival for at least one month when the directors will meet. He explained preliminary figures indicated, however, total attendance at all of the 70-odd events will set a new record. Miss McLane, who was given a trip to California for her victory over 35 other queen contestants, succeeds Ruth Tolman who reigned in 1947.

Numerous winners of music and band competitions conducted in connection with the aquatennial will represent the city at the Chicago Music Festival later this month, among them the Minneapolis North High School marching band.

### Rain, Advance Sale Hurts

Sheehan reported an attendance of 60,000 for the 16 performances of *Aqua Follies*, with five complete sellouts. Two performances were presented during rainfalls at the insistence of patrons in the stands who demanded the cast continue instead of rain-checking the shows. Despite the rain Sheehan has run the string of consecutive performances of the *Follies* to 61, dating back to 1942.

Fall-off in attendance and gross was due to poorer weather this year than has been the case for several seasons and a drop-off for some unexplainable reason in the advance ticket sale. Altho attendance got off to a slow start, it picked up after the first few days.

## New Minn. Formula On How To Dispose Of Giveaway Home

ST. PAUL, Aug. 2.—Use of a jingle contest as a method of disposing of a model home being built by Saintpaulites, Inc., in connection with its annual St. Paul Home Show, October 3-11, was sanctioned Friday (1) by Attorney General J. A. A. Burnquist.

In an opinion written for Ramsey County Attorney James F. Lynch, St. Paul, at the request of John F. Scott, president of Saintpaulites, Inc., Burnquist held that the jingle contest was not in violation of the State's lottery laws.

Lynch explained the proposal was to print a three-line jingle on the back of each admission ticket. To compete for a chance on the model home, ticket purchaser must write a fourth line. Best entry would be selected by a "competent judge" and winner would get the home. Last year a home was given away by ticket drawing.

Burnquist called the jingle-writing gag a "contest of skill" and said the U. S. Post Office Department has approved such contest as not violative of lottery laws.

"If a drawing were contemplated in which no skill was involved, it would, of course, be construed as a lottery, provided a consideration was paid for the chance of procuring a prize," he wrote. "The plan does not contain the element of chance which must be present to make it a lottery within meaning of our statutes."

Meanwhile Burnquist was awaiting receipts of requests for opinions on legality of two other give-away proposals. Phillips Petroleum Company, Minneapolis, wants to give away a deep-freeze unit at the Minnesota State Fair and the Minnesota Motor Transport Association, of St. Paul, wants to award a \$100 gate prize at the Minnesota Truck Rodeo September 21.

## Blazed Trail Leads To Tangle With Law

HARTFORD, Conn., Aug. 2.—Ben Thomas, advance agent of the Bailey Bros. Circus, and Louis Mazzacone, truck-driver for the Lawrence Greater Shows, got into a legal tangle which cost Thomas \$100 and Mazzacone a \$6 fine and a headache.

Thomas, for some reason, blazed a trail across Connecticut and on to Peekskill, N. Y., where the Bailey show was playing, by allegedly marking roadsigns and trees along the route. Connecticut State Police caught up with him and he was released upon posting a bond of \$100, which was forfeited when he failed to show up for a hearing July 23.

Mazzacone, heading for the Lawrence shows at Berlin, Conn., thought the marking made by Thomas had been made to indicate his route, but found he was headed the wrong way. In turning his truck to head for his objective, the vehicle hit a parked car. In court Mazzacone was let off with a fine of \$6.

### Neb. City Requires Permits

NEBRASKA CITY, Neb.—Aug. 2.—City council has adopted an ordinance requiring carnivals, circuses and other such forms of amusements to first obtain a permit before showing here.

### Baltimore Expo Set

BALTIMORE, Aug. 2.—Maryland's better homes exposition, to be known as a *Pageant of Tomorrow's Living*, will be held in Exposition Hall here September 19-28. Building has 53,000 square feet, of which 25,400 square feet will be utilized for exhibit space and 27,600 feet for aisle space. A tie-up has been made with *The Baltimore News-Post* to publicize a "most attractive housewife" contest.



# RODEO MAKES REGINA CLICK

## Muncie's Gate Close to 1946

Only slight drop in paid attendance—commercial exhibits, farm machinery up

MUNCIE, Ind., Aug. 2.—Muncie's fair was running practically up to par thru Thursday, July 31. Paid attendance was running only 2 per cent below 1946's banner year, according to A. G. Norrick, secretary.

Afternoon grandstand attendance for harness horse races was running ahead of last year, thanks to the construction of box seats, caring for more than 500, and the erection of new bleachers.

The night grandstand attendance was off slightly, but this spot has never been too good for a night stand show. Weather, too, hurt. It rained Sunday afternoon and threatened rain Sunday night, July 27, and this cut down the attendance for the WLW *Midwestern Hayride* in for grandstand performances then.

Acts, contracted thru the Barnes-Carruthers Theatrical Enterprises, Chicago, took over Monday night and continued thru Thursday. Friday (1) night *WOWO's Hoosier Hop* was skedded. Barnes-Carruthers acts were Edisons, musical novelty; Loyal's Dogs; Lange Troupe, teeterboard; Diamond and Baker, knockabout comedy; Levolos, wire novelty, and Hodgsons, ring. Rube Liebmann represented the B.-C. office in the spot.

Midway gross was off from last year, due chiefly to Sunday's weather and to the fact that the Cavalcade of Amusements were delayed en route and did not arrive in time to set up for Saturday night, July 26, when a large crowd turned out, primarily for a whirl at the carnival.

Annual showed a big jump in commercial exhibits, with Norrick placing the increase at about 30 per cent. Industrial building was devoted exclusively to commercial exhibits, whereas previously it also housed some agricultural and horticultural exhibits.

Event also had biggest dairy cattle show in its history, with an entry of 773 head of cattle. Harness horse race entries were also up, there being 160 hay-burners in. Purses were hiked this year to \$7,500, up about \$1,500 over last year. Entries were so heavy that three of the races were split. Races drew capacity each afternoon.

Farm machinery was one of the largest, if not the largest in the history of the fair, covering approximately 2½ acres.

## Wayne King Ork Set For Indianapolis

INDIANAPOLIS, Aug. 2.—Wayne King and his ork have been signed for a one-night appearance at the Indiana State Fair. King's 20-member org, including vocalist Nancy Evans and an eight-voice chorus, will be presented September 5, final night of the annual.

It will give a one-hour concert and then play side music for the fair's horse show's stake night grand finale.

### Around the Grounds:

## Tongues Wag Over Bubble Gum Ky. Lawmakers' Concessh Bid

In Chester, Conn., folks are jaw-wagging because the fair there has announced a bubble-gum contest with provisions that (1) contestants be over 65 years of age and (2) that each must supply his own gum, while in Kentucky, people are talking because two State legislators, Wade H. Riley, Owensboro, and C. Waitman Taylor, Lewisport, the latter recently ousted as fair manager, sought a peanut and popcorn concession at Kentucky State Fair, Louisville. This proposal was turned down by the State's attorney general, who pointed out such operation would be of "doubtful ethics," as the two legislators were members of the General Assembly which appropriated money for the State fair.

*Hazen L. Funk, manager of Michigan State Fair, figured July 27 in the rescue of a two-year-old girl from drowning at Lakeville Lake, Mich., when he and a Detroit dentist rescued the girl from the water and she was revived by artificial respiration.*

*Jimmy Wakely, Monogram picture star and Western singer; Johnny Olson, of Ladies Be Seated (ABC network); the Dinning Sisters, pitching to the bobby-sox trade; Salty Holmes, comedian, formerly with National Barn Dance and the Grand Ole Opry; Doctors of Harmony, national championship barber shop quartet, and the Duke of Paducah, folk artist, have been signed to head the Hoosier Radio Round-Up in the Coliseum the opening Saturday night at Indiana State Fair, Indianapolis. Talent from Indiana's radio stations will round out the show which again is to be staged by Harry Smythe, of Fort Wayne, Ind.*

Three Fearless Stars, high ladder aerial contortion act, owned and managed by Jerry D. Martin, recently closed a 12-week engagement with the B. & V. Shows to open their celebration and fair bookings contracted thru the George A. Hamid office.

*California State Fair, Sacramento, will return to action this*

## Thief River Falls, Early Minn. Event, Heads Toward Mark

THIEF RIVER FALLS, Minn., Aug. 2.—Pennington County Fair, hard hit last year when the polio epidemic barred attendance of children, was piling up a record-breaking gate thru Friday afternoon (1).

Barnes-Carruthers' *Victory Revue* played to capacity grandstands Tuesday thru Thursday, July 29-31. Acts were Barton and Brady, knockabout comedy; Page, Jewett and Kiki, cycle; Balabanow Duo, accordion and dancing; Rudenko Brothers, jugglers, and the Tien Tsi Lui Troupe, contortionists.

Frank R. Winkley's All-American Thrill Drivers played to a capacity grandstand Friday afternoon.

Sunset Amusement Company was piling up an excellent gross. Patrons spent freely. Midway remained open late each night. It did not close until 2:30 a.m. Friday morning.

*year with what is billed as a "\$2,000,000 commercial exhibit." A total of 218 commercial exhibitors have contracted for space, Ned Green, secretary-manager, announced.*

J. A. Mitchell, former manager of Anderson (S. C.) Fair, who this year resigned to become manager of Atlantic Rural Exposition, Richmond, Va., is introducing many new features for the latter event. He has arranged for erection of 12 light pylons and for the use of 15 large circus-type tents. Latter will have new modernistic fronts. Mitchell is also introducing three new departments to bolster the agricultural end and is preparing for enlarged commercial exhibits. Grandstand attractions will be supplied by George A. Hamid, with Cetlin & Wilson Shows on the midway.

Upper Peninsula State Fair, Escanaba, Mich., is plugging a statement by Secretary Harold Lindsay that the annual has hiked its beef cattle, swine and sheep premiums to a level with those offered by the Wisconsin and Minnesota State fairs. Escanaba's dairy cattle premiums previously were at the same level as the Wisconsin and Minnesota annuals.

George A. Hamid's *Showtime Revue*, featuring the Roxettes, was a solid click at the Northern Maine Fair at Presque Isle, where it played to turn-away crowds nightly.

## Ready Kingston, R. I., Plant for Revival; Will Have Free Gate

KINGSTON, R. I., Aug. 2.—Extensive alterations and repairs are being made to the old 117-acre fairgrounds plant here in preparation for the revival of Rhode Island State Fair, August 27-September 1, after a lapse of seven years. The annual will operate with a free gate.

The plant, which has a half-mile dirt track, exhibit buildings, cattle barns and a grandstand which now is being enlarged to seat 10,000, was purchased recently by a group of local business men headed by James E. Muldowny, president, a prominent resort hotel operator, and Louis V. Jackvony, secretary, former Rhode Island attorney general.

Albert Tucker, Wickford, R. I., at one time with the Ringling circus and associated with Billy Rose and the Mike Todd attractions at the New York World's Fair, is manager of the event. Until recently Tucker was contracting agent for the Spark Circus.

Long-range plans for the plant include season-round use. Plans call for the development of a large picnic area and wild animal farm, with all cage animals to be presented in miniature circus wagons; a monkey island, and for presentation of midget auto races, rodeos, thrill shows, etc. Program is skedded to begin in May, 1948.

The fairgrounds is the only one in the Kingston area, the nearest being Brockton, Mass., 60 miles distant.

## Gate Tumbles First 4 Days

Exhibition offers variety as provincial show place—circuit managers pick dates

REGINA, Sask., Aug. 2.—Despite a decrease in outside gate attendance of 5,370 persons the first four days of the Regina Exhibition and Rodeo, which closes here tonight, grandstand attendance figures leaped 1,715 persons over the number attending a like number of performances in the fabulous run of 1946, according to figures officially released by Manager T. H. McLeod.

This grandstand increase is due entirely to the rodeo performances sandwiched in with running races during the matinees. It is the first exhibition rodeo since 1942, and its appeal is proven by the fact that matinee attendance jumped 12,058, while night attendance fell off 10,343.

Reason for the night decrease is charged to the elimination of automobile giveaways. Last year a new car was awarded nightly, while during the current run the only for-free business was wrapped around some bicycles Monday night.

Official figures for the first four days follow:

GRANDSTAND	1947	1946
Monday	13,368	9,743
Tuesday	7,188	13,233
Wednesday	18,226	9,532
Thursday	16,867	11,426
TOTALS	55,649	53,934

GATE ATTENDANCE	1947	1946
Monday	19,716	19,265
Tuesday	11,243	19,047
Wednesday	28,322	20,223
Thursday	22,243	28,359
TOTALS	81,524	86,904

Regina's Exhibition offers a fairly accurate picture of the over-all scene on this circuit, the various circuit riders tell you. It is a complete showcase of prairie provincial life, and for the art-minded there was a special exhibit brought from Ottawa for showing here.

Farmers were permitted to inspect the latest in farm and road-building implements in an amazingly large machinery show.

Cattle, horse and poultry barns were packed to the overflowing point, and every exhibit building housing competitive efforts were filled to capacity. Industrial and commercial exhibits were plentiful—there being so many things to see that even a fast walker couldn't take it all in during a single day, even (See *Rodeo Makes Regina*, page 53)

## Huntington, W. Va., Site of New Annual

HUNTINGTON, W. Va., Aug. 2.—Fred M. Carey, superintendent of schools, was elected president of the newly organized Kyowva Fair, Inc., a tri-State annual scheduled September 21-28 at Camden Park here. James T. Hetzer, of Hetzer's Theatrical Booking Agency here, is managing director of the event.

Org has been incorporated with a \$15,000 capitalization as a non-profit group. Subscriptions will be on a voluntary basis.

Event this year will offer \$8,000 in premiums, of which the State will pay up to 30 per cent of the amount expended for this purpose.

ATTENTION  
**FAIR  
SECRETARIES**

I CAN FURNISH  
ANY TYPE OF  
OUTDOOR ACTS OR REVUES  
ON SHORT NOTICE!

**ERNIE YOUNG**

155 No. Clark St.  
CHICAGO, ILL.

**CARNIVAL WANTED**  
6-8 RIDES — 4-6 SHOWS  
for  
**Wyoming's Greatest Fair**

POWELL, WYO.

August 21-22-23

WRITE, WIRE OR CALL

**R. A. RONEY, Mgr.**

POWELL, WYO.

**WANTED**  
CARNIVAL OR INDEPENDENT RIDES

**JENNER FAIR**

Jennerstown, Pa.

August 19-23, inc.

**EDWARD FRIEDLINE, Sec'y**

**WANTED**  
Shows and Concessions for  
**ARMSTRONG COUNTY FAIR**

Ford City, Pa., Labor Day, Sept. 1 to 6.

Rates very reasonable.  
W. B. MECHLING, Secy.

**WANTED**  
Shows and Concessions or Circus for  
**'Golden Days' & 4-H Fair**

August 14, 15, 16, 17

GOLDEN, COLO.

c/o Joe Meyer, 1112 Washington Ave.

**Forest Park Free Fair**

Hanover, Pa., Sept. 1 to 7, incl.

Want Shows and Concessions.

A. Karst, Sec. Phone 3-5286

**TASLEY FAIR**

Tasley (Accomack County), Virginia,

August 20, 21, 22, 23, 1947.

CONCESSIONS WANTED FOR INDEPENDENT

MIDWAY. No strong outfits. No Mitt Camps.

No gypsies wanted. ALL GRIFF STAY AWAY.

CENTRAL AGRICULTURAL FAIR ASSO.

J. EDGAR THOMAS, MGR.

**ACTS WANTED**

4 DAYS, 2 SHOWS DAILY. State lowest, if you

do more than one Act. OCT. 15-18.

**FRANKLIN PARISH MEMORIAL FAIR**

WINNSBORO, LOUISIANA

Write: ELMER BROWN, c/o The Billboard,

390 Arcade Bldg., St. Louis 1, Mo.

**WANTED**

Midway for big colored Fair after September 20, two

dates, Sept. 23 to 27 or Sept. 30 to Oct. 4. Date

to suit. Want Rides and Negro Minstrel.

**Robt. E. L. Green**

Route 1 Forest City, N. C.

**WANTED**

CARNIVAL, RIDES, CONCESSIONS, FOR

**LITTLE RIVER COUNTY FAIR**

September 17, 18, 19 and 20, at Ashdown, Arkansas.

JAMES D. SHAVER JR., Secretary, Little River

County Fair Association, Ashdown, Arkansas.

**Record Pay Gate  
At Galt, Calif.**

Hits 28,294, with admish  
free two days—bets top  
1946 despite shorter run

GALT, Calif., Aug. 2.—Sacramento County Fair closed here July 27, with a total attendance of 28,294 for the five days during which admission was charged, a new record for the 12-year-old annual.

Closing day attendance was 6,500, the largest gate count for any single day in history. Chief attractions the final day were a rodeo, a horsemen's parade, a fire-fighting demonstration by 22 rural fire departments and a horse show.

First two days of the seven-day exposition featured a free gate. Breakdown of paid attendance on a daily basis: Wednesday (23), 6,222; Thursday (24), 5,772; Friday (25), 3,900; Saturday (26), 5,900; Sunday (27), 6,500.

James H. Hastings, assistant county auditor and auditor for the fair board, said the financial result "will be very, very close." Last year the fair lost \$26,000 and those interested in staking the show this year were required by the board of supervisors to post a \$25,000 bond. Eugene Kenefick, manager, said he is confident the huge attendance and high betting on the racing will result in a profit.

Kenefick reported the number of entries for the \$60,000 in agricultural, livestock, floriculture, poultry and domestic science awards was the largest in the event's history. Horse show winners took \$18,000 in prize money.

A total of \$265,725 was wagered during the four-day racing meet with an average daily handle of \$66,431. Over a seven-day period last year the average was \$54,000. Pari-mutuel betting for the first two days totaled \$113,000, with the wagering increasing during the final two days.

Admission into the grounds was 50 cents for adults and 25 cents for children, with a similar fee charged for grandstands for the horse racing and horse show.

**Advance Ducat Sale,  
Plant Rehabilitation  
Is Pushed by Ottawa**

OTTAWA, Aug. 2.—Shooting for attendance of 400,000, Central Canada Exposition, which will return to operation here August 18-23 after a six-year war-time suspension, is conducting an intensive advance ticket sale in which prizes valued at \$5,000 and including two new automobiles are to be given away.

Plant is being rehabilitated and improved at a cost of more than \$500,000. During the war the fairgrounds were pressed into military use.

Grandstand show will be provided by George A. Hamid, with circus and vaudeville acts and a wild animal show in the afternoon and a revue at night. Fireworks will also be presented. World of Mirth Shows will be on the midway.

**Red Lion, Pa., Annual  
Enjoys Successful Run**

RED LION, Pa., Aug. 2.—The 30th annual Red Lion Gala Week Fair, which closed here Saturday night, July 26, was one of the most successful in its history. Final night was the heaviest attended in the annals of the event. The midway, where the W. C. Kaus Shows held forth, was also the biggest ever for the fair.

On the midway for the 10th time,

**Ore. Annuals Share  
566 in Mileage Tax**

PORTLAND, Ore., Aug. 2.—Apportionment of \$56,019.69 of 1947 mileage tax money for the support of county fairs has been made thru the office of the secretary of state. Apportioned on the basis of the assessed valuation in each county, the money is in addition to that received by county fairs from racing revenue.

The apportionment by counties: Baker, \$1,029.47; Benton, \$913.41; Clackamas, \$2,641.74; Clatsop, \$949.94; Columbia, \$855.15; Coos, \$1,336.61; Crook, \$383.71; Curry, \$392.66; Deschutes, \$797.90; Douglas, \$1,729.57; Gilliam, \$492.44; Grant, \$476.59; Harney, \$458.49; Hood River, \$591.09; Jackson, \$1,787.32; Jefferson, \$320.59; Josephine, \$684.13; Klamath, \$2,280.10; Lake, \$568.73; Lane, \$3,134.73; Lincoln, \$651.98; Linn, \$2,017.21; Malheur, \$1,019.97; Marion, \$3,150.53; Morrow, \$517.86; Multnomah, \$16,592.78; Polk, \$997.98; Sherman, \$491.98; Tillamook, \$707.31; Umatilla, \$2,304.29; Union, \$1,032.04; Wallowa, \$585.26; Wasco, \$986.83; Washington, \$1,671.19; Wheeler, \$265.67, and Yamhill, \$1,305.68.

**Minn. Governor  
To Make Long  
Tour of Annuals**

ST. PAUL, Aug. 2.—Minnesota's county fairs, their wings cut by the governor's anti-gambling edict, are going ahead as scheduled, hoping against hope that grandstand shows and general exhibits will pull them thru without dipping into the red ink.

As yet no county fair has canceled due to midway trouble. Four of the five fairs which had their midway contracts canceled by Wallace Bros.' Shows because of the "unsettled situation" in Minnesota still were seeking replacements. International Shows stepped into the breach for one county annual.

Plans Seven Fair Talks Friday (1)

Meanwhile, Governor Youngdahl launched a tour of seven county fairs where he is scheduled as principal speaker, making his initial appearance at the Olmstead County Fair, Rochester. His fair-speaking schedule includes Rice County, Faribault, August 4; Mower County, Austin, August 8; Winona County, St. Charles, August 17; Freeborn County, Albert Lea, August 18; Cottonwood County, Windom, August 21; Nicollet County, St. Peter, August 22. These fairs especially will see to it that all is within the law.

To Speak at St. Paul

Youngdahl will wind up his fair date schedule by appearing with General Eisenhower at the Minnesota State Fair, St. Paul, on Labor Day.

The governor was soundly rapped by *The Minneapolis Labor Review*, organ of the Central Labor Union (AFL), for his gambling stand. Pulling no punches, the paper criticized Youngdahl severely and asked its readers to send cash contributions to one AFL union which had canceled its drawing because of the governor's edict. Funds are to be used for camp purposes for children of union members.

The Kaus Shows had one of its best weeks of the year, according to Russell Owen, show manager. The great Arturo was offered as the free attraction.

Fair was started by the present secretary, Ray Swartz, and General Manager R. M. Spangler.

**Kent & Sussex  
Starts Fast,  
Draws 20,000**

HARRINGTON, Del., Aug. 2.—The 28th Kent and Sussex Fair got off to a flying start here Monday (28) with an estimated attendance of 20,000, one of the fair's biggest first-night crowds.

Attendance dipped to 15,000 Tuesday (29), with the take even smaller proportionally because many of the visitors were children admitted free. Feature attraction of the night was a fireworks display. Afternoon attendance Wednesday (30) passed the 15,000 mark, with a large number of additional patrons for the night session.

Governor on Hand

Thursday (31) being Governor's Day, a crowd of more than 20,000 was on hand to hear addresses of Gov. Walter W. Bacon and other politicians. Feature event of the day was the traditional livestock parade. Governor Bacon was luncheon guest of the Aberdeen-Angus Breeders' Association, which had one of the largest exhibits in the livestock section.

Highlight of Friday (1), Firemen's Day, was a big parade of firemen and auxiliary groups. Climax of the fair was the AAA-sactioned big car race, Saturday (2), with a big field of ace drivers including Frank Bailey, Lucky Lux and Dutch Mood. The race was handled by Sam Nunis Speedways. All grandstand seats had been sold out in advance and the overflow of close to 5,000 was accommodated in the infield.

The grandstand show, booked thru the George A. Hamid office, featured Ben Yost's Cavaliers, the Skating Macks, Florida Trio and Joe Basile's Band. Joie Chitwood's Thrill Show also held forth in front of the grandstand. The midway was occupied by the Triangle Shows.

**Sen. Claghorn  
Tops Brockton  
Grandstand Bill**

BROCKTON, Mass., Aug. 2.—Kenny Delmar (Senator Claghorn of Fred Allen's radio show) heads the grandstand attractions signed for the Brockton Fair, which this year will run nine days, September 6-14. In the past the event ran a week.

Others on the grandstand bill are Eddie Peabody, banjo virtuoso; the Hal Sands Girls; Ben Dova, zany acro-comic; the Heerdinks, comedy bar; the Sensational Orton, swaying pole; the Billettis, tumblers; Will Hill's elephants, and Willie West and McGinty. Show was booked thru the Al Martin office, Boston.

It will be presented from an all-new steel, mobile stage. Mounted on rubber tires, the 50 by 75-foot stage will be wheeled across the track to a point directly in front of the grandstand, giving the audience an intimate view.

Pari-mutuel horse racing will be presented six afternoons, September 8-13. Other attractions signed are Jimmie Lynch and His Death Dodgers, daily band concerts and nightly fireworks displays. The World of Mirth Shows again will be on the midway.

Closing night attendance is expected to receive a big hypo from a house give-away. House already is set up on the fairgrounds and is attracting much comment.

Charles D. Moore, manager of the All-Iowa Fair, Cedar Rapids, is recovering from a major operation in Mercy Hospital there.

# Bob Burns, Buster Crabbe Added to Mich. State Bill

DETROIT, Aug. 2.—Bob Burns and Buster Crabbe, the latter heading a water show, were added this week to the headliners who will be presented at the Michigan State Fair here August 29-September 7. Crabbe's water show will give one performance nightly thru the run of the fair with the exception of two Sundays, when matinee shows and possibly two night performances will be staged. An unspecified number of circus and high acts also was booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago. Crabbe was contracted thru Frederick Bros., who also closed for Bob Burns. The latter will be presented the first three days of the fair in the Coliseum. Supporting Burns on the bill will be John Calvert, hypnotist; Susan Miller, vocalist; Martin and Florenza, puppet team; Gordon and Parvis, comedy tap; the Craddocks, male acrobatic trio, and Wally Boag, comic. Five shows, including matinees Saturday and Sunday, will be given.

The Olsen and Johnson troupe, previously booked, will follow in the Coliseum, holding forth there thru the remainder of the fair.

Bingo will be barred from the grounds in line with a ruling by Gov. Kim Sigler, a spokesman revealed this week. This put an end to the doubt existing in the minds of some showmen that Sigler's "no gambling" rule might not hold on bingo.

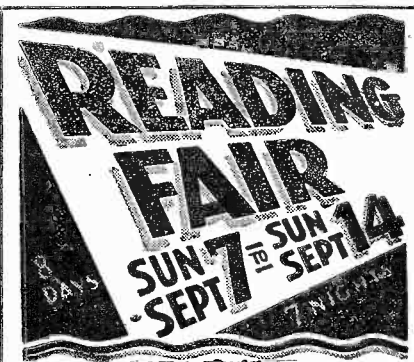
## Two New Members Named To Michigan State Board

DETROIT, Aug. 2.—Two additional members were appointed to the board of managers of Michigan State Fair by Gov. Kim Sigler. They are George T. Carpenter, president of the Packard Motor Car Company, and Lewis B. Sappington, merchandise manager of the J. L. Hudson Company, Detroit department store.

Sappington, who will serve until April, 1948, fills the vacancy caused by the resignation of Harry A. Mack, formerly of the Ford Motor Car Company. Christopher will serve the full term until April, 1951.

## Hendersonville Re-Skeds

HENDERSONVILLE, N. C., Aug. 2.—Dates of the Western North Carolina Fair have been shifted to September 8-13, H. B. Kelly, secretary-manager, has announced. Change was made in order to book the Endy Bros.' Show for the midway.



**MIDWAY  
CONCESSIONAIRES**  
Choice Locations  
Still Available

**\$7 to \$12 Per Front Foot**

Write, Wire or Telephone  
**CHARLES W. SWOYER, Sec.**  
522 Court St. Reading, Pa.  
Tel.: Reading 4-8381

# Rodeo Makes Regina Click

(Continued from page 51)

if the fast walker didn't glance at a single amusement.

Tommy McLeod, the genial manager, was made assistant manager just before the 1946 Exhibition and took over the management when the veteran Jim Grassick retired last fall. Tommy has made great strides in building from every angle in his effort to put Regina in the top hole again.

George Hamilton, of Winnipeg, presented the *Night Club Frolics* as the feature of the night grandstand show, a complete departure in style from presentations the past 20 years. (A discussion of the reaction of the various managers to this style of show will be offered in the August 16 edition of *The Billboard*.)

*Night Club Frolics*, with Hamilton serving as master of ceremonies, featured Duncan's Royal Scotch Collies, which have appeared on this circuit five times; A. Robbins, the clown, and Reg Kohoe and His Marimba Queens.

Duncan's Collies following a time-honored format, rocked the stands the night your correspondent caught it.

Yocks were as abundant as the prop bananas for Robbins's offering, but Kohoe's selection of numbers tended to tire, as the tempo was slow until Frankie Dinunzio took the center stage with his bull fiddle, and from then on it was socko. The greeting was warm for Kohoe girls' *Jingle Bells* number, a precision dance routine which opened the show.

Interspersed in the vaude-type program, with the band on stage under the direction of Jack Ayre, were Potas and Folsom, comedy hand balancing; Sylvia Manon and Company, adagio trio; Howard and Wanda Bell, acrobat dancing duo; Doraine and Ellis, nifty warblers, and Billy Chandler, who did some mighty nifty trumpet tootling.

Managers and board members of all Western Canadian Class A exhibitions met here Thursday and set the following tentative dates for 1948, to be approved at the meeting next January in Winnipeg; Brandon, Man., June 28 week; Calgary, July 5; Edmonton, July 12; Saskatoon, July 19, and Regina, July 26.

Jack Warren, of Saskatoon, took the floor to praise the midway offering of the Royal American Shows, and a resolution to the effect that it was satisfactory in every way was passed and handed to Carl J. Sedlmayr.

Officials of the Regina and Saskatoon annuals decided to visit Saskatchewan officials and ask to have the daily provincial license fee of \$250 returned to the old 2 per cent of the gross status.

Happy Harrison, with the Roy Rogers Thrill Circus, has her Russian wolf-hounds working. She bought them recently to replace the ones which died at Barnes Bros.' Circus in the Chicago Stadium in April. Following her engagement with the Rogers show, she will play fairs for Barnes-Carruthers.

# WANTED for MIDDLEBORO AGRICULTURAL FAIR

**AUGUST 10 THROUGH 17—8 DAYS & 8 NIGHTS**  
Fairgrounds Down Cape Cod Way

Thousands of Vacationists . . . Million and One-Half To Draw From

Pari-Mutuel Racing Six Days, August 11-16.

Big Free Stage Show Every Night.  
Legitimate Concessions of All Kinds

## CAN USE

Motordrome—Octopus—Penny Arcade—Fun House  
Any Smartly Framed Show

Small Cook House—Clean Grab Joint

Write, wire or phone at once

**THOMAS SENNA**

Middleboro 1003-M

Middleboro, Mass.

## INTRODUCING THE

# "AERIAL SENSATIONS" GRACIE ORTON\*

THE ORIGINAL GIRL THAT DOES THAT  
BREATH-TAKING HANDSTAND CRISS-  
CROSS SWAY ON THOSE DOUBLE POLES

ADDRESS — BILLBOARD  
CHICAGO

\*Not to be confused with any other act working under name Orton.

# JASPER COUNTY FAIR

RENSELAER, IND.

One of Indiana's Old Established Fairs

AUGUST 26-29

Midway space available for clean Concessions. Good opportunity for Midway Shows at reasonable percentage.

**WILLIAM H. BAHLER**

Superintendent of Concessions, Rensselaer, Ind.

## WANTED TWO OR THREE FREE ACTS

Clownish, full fun and comedy, to play

## CLEVELAND COUNTY NEGRO FAIR

Shelby, N. C., Oct. 8, 9, 10, 11. A. W. Foster, secretary.

## WE WILL OFFER FENCE TO FENCE CONTRACT

To a 7 to 10 Ride Show for September 10-11-12-13. Rush replies to

**JOHN W. ELLIS, Secretary**

MANISTEE FAIR BOARD, Onokama, Mich.

## WANTED CARNIVAL for RED WILLOW COUNTY FAIR

McCook, Neb., August 27-28-29.  
Don Thompson, Secy.

## AUG. 31st to Sept. 11th Labor Day and Two Sundays MARYLAND STATE FAIR

TIMONIUM, MD.

Can use Animal and Monkey Show, Fun House, Ten-in-One, Freak Shows.

**LES SPONSLER**

117 West Saratoga St.

Baltimore 1, Md.

## WANT FOR GREAT FALMOUTH, KY., FAIR

Four Days and Nights—August 20th thru 23rd—A Complete Fair

Can place good Cookhouse, Candy Floss, Scales (Weight and Age), Popcorn, Candy Apples, Crackerjack, French Fries, American Palmistry, No gyms, some Stock Stores. Can place one Major Ride, also High Striker.

Write or wire F. C. McCARTY, Falmouth, Ky.

## WANTED CARNIVAL

At least 8 Rides with Concessions and Side Shows. Wanted: Bull Fighter, Rodeo, Clown. SEPTEMBER 4-5-6.

## WYOMING STATE FAIR

DOUGLAS, WYOMING  
Vance Leeper, Secretary

# Danville, Ill., Proves Big One

Merged annual rolls to success — offers well-balanced, diversified program

DANVILLE, ILL., Aug. 2. — The Eastern Illinois Fair, formed this past winter by the merger of the Vermillion County Fair at Fairmount and the Illinois-Indiana Exposition, today was well on its way to a notable success.

The Illinois-Indiana Expo here last year was short on exhibits and patrons, but the merged event this year is a well-balanced show and the crowds have thronged out since the opening Monday, July 28, and give every indication of continuing thru the closing Sunday night (3).

Entries are up in the various departments, with the entries definitely of high caliber. They include 281 horses, 510 head of cattle, 220 sheep, 438 hogs and 310 rabbits—in each instance a huge jump.

### Exhibits Numerous

Commercial exhibits are numerous. A huge tent was pressed into service to house 80 booths for these exhibits, and the result is not only a better balanced fair but also added revenue. A large farm machinery exhibit is another outstanding feature of the event.

Grandstand attractions are more diversified and stronger. Monday night a horse-pulling contest drew a full 4,000-capacity grandstand and filled the bleachers at 35 cents admission. A draft horse show, presented Tuesday and Wednesday afternoons, drew fair turnouts, with a saddle horse show the feature at night.

A Western horse show Thursday afternoon lured a satisfactory turnout. That night Ernie Young's grandstand revue opened its four-night stand before more than four times as many people than were present for the opening of the same feature last year. The revue features a 16-girl line and the Six Paulettes, choral group. Acts presented include Three Ambassadors, acrobats; Pape and Renne, perch pole; Ray Wilbur, hoops; Large and Morgner, one-legged team of hand balancing; Arthur Konyat, horse act; Three Reddingtons, trampoline, and Selden, the Stratosphere Man.

### Races Draw Fair

Midget auto races pulled a fair crowd Friday afternoon (1). This afternoon motorcycle races were scheduled, with big car races, a potent lure here, as the big attraction of Sunday (3), closing afternoon. Big car events will be staged by National Speedways (Al Sweeney and Gaylord White).

Midway, where Hennies Bros.' Shows are holding forth, practically doubled last year's biz. Shows did not arrive in time for the Monday night opening, at which time a large crowd was on hand, the gate that night being free.

R. D. (Duke) Molesworth is serving his second year as secretary-manager of the event.

## Grants Pass, Ore., Annual,

### Musicians' Union in Dispute

GRANTS PASS, Ore., Aug. 2.—A dispute has arisen between the Josephine County Fair board and the Medford musicians' union over appearance of non-union musicians in the fairgrounds dance hall here. The board contends that the nature of the fair property prevents it from acceding to the union's request that non-union musicians be barred from the hall. J. Vernon Marshall, union secretary, said the problem would be put before the union membership for final action.

## Fair Dates

A list of fairs, with dates two weeks in advance and arranged according to dates, States and cities, will appear in each issue.



The complete List of Fair Dates was published in the issue dated May 31, and the next complete list will be published in issue of August 16.

### August 17-23

#### CALIFORNIA

- Crescent City—Del Norte Co. Fair. Aug. 20-24. Bol. McClure.
- Hayfork—Trinity Co. Fair. Aug. 23-24. J. D. Berry.
- Napa—Napa Co. Fair. Aug. 21-24. Lowell J. Edington.
- Plymouth—Amador Co. Fair. Aug. 22-24. Wentworth Lynch.
- Stockton—San Joaquin Co. Fair Assn. Aug. 16-24. E. G. Vollman.
- Susanville—Lassen Co. Livestock Show. Aug. 19-24. A. A. Jensen.
- Ukiah—12th District Agrl. Assn. Aug. 22-24. J. P. Smith.

#### COLORADO

- Burlington—Kit Carson Co. Free Fair. Aug. 18-20. G. M. Baxter.
- LaVeta—Huerfano Co. 4-H Fair. Aug. 18-19. Charles Boyd.
- Littleton—Arapahoe Co. Fair. Aug. 22-24. W. W. Hanson.
- Longmont—Boulder Co. Fair & Rodeo. Aug. 21-22.
- Montrose—Montrose Co. Junior Fair & Rodeo. Aug. 19-21. Fred Humphrey.
- Sterling—Logan Co. Fair & Rodeo. Aug. 18-20. Henry T. Overton.
- Yuma—Yuma Co. Fair. Aug. 20-22. James Nevins.

#### CONNECTICUT

- Chester—Chester Agrl. Soc. Aug. 22-24. William G. Stark.
- Orange—New Haven Co. 4-H Fair Assn. Aug. 22-23. Lora Sperry.

#### IDAHO

- Burley—Cassia Co. Fair. Aug. 20-23. Saul H. Clark.
- Homedale—Owyhee Co. Fair. Aug. 22-23. Rodney Hawes, Marsing.

#### ILLINOIS

- Anna—Anna Fair. Aug. 18-22. J. F. Norris.
- Carmi—White Co. Fair. Aug. 18-22. Max Endicott.
- Elgin—Kane Co. Fair. Aug. 19-22. L. B. DeForest.
- Fairbury—Fairbury Fair. Aug. 19-22. George H. Decker.
- Greenup—Cumberland Co. Fair Assn. Aug. 17-23. John Jenuine.
- Greenville—Bond Co. Fair Assn. Aug. 19-21. C. H. Johnson.
- Highland—Madison Co. Fair. Aug. 21-24. Pat Spencer.
- Mendon—Mendon-Adams Co. Fair Assn. Aug. 19-22. Sidney Wright.
- Nashville—Washington Co. Fair. Aug. 19-22. Orin Hertz.
- Princeton—Bureau Co. Agrl. Fair. Aug. 19-22. Wayne Slutz.
- Roseville—Warren Co. Agrl. Fair. Aug. 19-22. E. H. Kirkpatrick.
- Warren—Warren Fair. Aug. 21-24. J. W. Richardson.

#### INDIANA

- Brownstown—Jackson Co. Free Fair Assn. Aug. 18-22. Richard Ellotte.
- Cayuga—Vermillion Co. Fair Assn. Aug. 19-23. V. N. Asbury, Newport.
- Converse—Miami Co. Agrl. Assn. Aug. 19-23. D. E. Warnock.
- Corydon—Harrison Co. Fair. Aug. 18-22. Dr. L. B. Wolfe.
- Crown Point—Lake Co. Agrl. Soc. Aug. 19-24. George H. Neises.
- Elnora—Elmore Township Fair. Aug. 20-23. Leonore T. Summerville.
- Frankfort—Clinton Co. Fair. Aug. 17-22. O. M. Meeker.
- La Fayette—Tippecanoe Co. 4-H Fair. Aug. 18-20. Sarah Jane Norris.
- Spencer—Owen Co. Fair Assn. Aug. 20-23. Lois K. Long.
- Terre Haute—Vigo Co. Fair. Aug. 19-24. E. J. Acres.
- Valparaiso—Porter Co. 4-H Fair. Aug. 18-19. John Boron.
- Wabash—Wabash Co. Draft Horse Assn. Aug. 19-23. W. K. Dalaplane.

#### IOWA

- Algona—Kossuth Co. Fair. Aug. 19-22. A. L. Brown.
- Avoca—Pottawattamie Co. Fair Assn. Aug. 18-21. R. F. McKinley.
- Boone—Boone Co. Agrl. Assn. Aug. 18-20. T. N. Nelson.
- Brooklyn—Powshelek Co. Agrl. Assn. Aug. 18-20. L. D. Brown.
- Colfax—Jasper Co. Agrl. Soc. Aug. 18-21. Leslie Doak, R. 1. Newton, Ia.
- Coon Rapids—Four-County Fair. Aug. 18-22. Joe King.
- Corning—Adams Co. Fair Assn. Aug. 18-21. A. L. Gauthier.
- Corydon—Wayne Co. Fair. Aug. 17-20. O. K. Engene.
- Des Moines—Iowa State Fair. Aug. 20-29. L. B. Cunningham.
- Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 18-21. Gerhard Hanson.
- Eldon—Wapello Co. Agrl. Fair Assn. Aug. 18-21. L. W. Hall.
- Emmetsburg—Palo Alto Co. Fair Assn. Aug. 18-20. H. E. Barringer.
- Estherville—Emmet Co. Agrl. Show. Aug. 17-19. Robert C. Fincham.
- Greenfield—Adair Co. Fair Assn. Aug. 18-21. H. W. Crooks.
- Hampton—Franklin Co. Fair. Aug. 16-19. Glenn D. Craighton.
- Hartley—O'Brien Co. 4-H Show. Aug. 18-19. Kenneth E. Kramer.

- Humboldt—Humboldt Co. Agrl. Soc. Aug. 18-21. Levi W. Olson.
- Le Mars—Plymouth Co. Agrl. Soc. Aug. 18-20. H. H. Jones.
- Lorimer—Lorimer Agrl. Fair. Aug. 18-21. Clyde Thompson.
- Monticello—Jones Co. Fair Assn. Aug. 20-22. Ross Baty.
- Nashua—Big 4 Fair Assn. Aug. 18-22. Norton Bloom.
- Sac City—Sac Co. Fair Assn. Aug. 18-21. Charles A. Hacke.
- Waukon—Allamakee Co. Agrl. Assn. Aug. 20-23. A. M. Monsrud, Harper Ferry.
- West Liberty—West Liberty Fair. Aug. 18-21. Ray Wuestenberg.
- West Union—Fayette Co. Fair. Aug. 18-23. Ed Bauder.

#### KANSAS

- Abilene—Central Kans. Free Fair Assn. Aug. 18-22. Ivan Roberson.
- Burden—Eastern Cowley Co. Fair Assn. Aug. 20-22. Dick Alexander.
- Cottonwood Falls—Chase Co. Fair Assn. Aug. 22-23. Ernest McKenzie.
- Delphos—Osawa Co. Fair Assn. Aug. 21-23. Edward Antene.
- Edinburgh—Atchison Co. Fair Assn. Aug. 19-22. Clarence J. Hegarty.
- Gardner—Johnson Co. Free Fair Assn. Aug. 20-23. Marwin Turner.
- Glascow—Cloud Co. Fair. Aug. 18-20. R. M. Sawhill.
- Greensburg—Kiowa Co. Free Fair. Aug. 20-22. W. A. Stewart.
- Hiawatha—Brown Co. Fair. Aug. 20-22. Charles H. Henry.
- Oberlin—Decatur Co. Fair. Aug. 19-21. Laurel E. Loyd.
- Osage City—Osage Co. Fair. Aug. 20-22. Floyd T. Hepworth.
- Osborne—Osborne Co. Rural Fair Assn. Aug. 19-22.
- Pratt—Chamber of Commerce Fair Assn. Aug. 20-23. Creola Charles Baker.
- Richmond—Richmond Free Fair Assn. Aug. 20-22. Ralph S. McCrea.
- Saint Francis—Cherokee Co. Fair Assn. Aug. 21-23. William R. Wilbur.
- Scott City—Scott Co. Free Fair. Aug. 21-23. Donald Christy.
- Wakeerey—Trigo Co. Free Fair. Aug. 19-22. Lew H. Galloway.

#### KENTUCKY

- Falmouth—Falmouth Fair. Aug. 20-23. H. B. Best.
- Lebanon—Marion Co. Fair. Aug. 20-23. W. J. Crowds.
- London—Laurel Co. Fair. Aug. 20-23. Ellis Asher.
- Louisville—Jefferson Co. Free Fair. Aug. 21-24. J. O. Matlick.
- Warsaw—Gallatin Co. Farmers' Fair. Aug. 21-23. F. R. Weldon.

#### MAINE

- Dover-Foxcroft—Piscataquis Valley Fair. Aug. 23. Frank A. Pierce.
- Exeter—New Exeter Fair. Aug. 21-24. Herbert Crowford, East Corinth.
- Union—North Knox Agrl. Soc. Aug. 18-23. James L. Cornan, East Union.

#### MARYLAND

- Ellicott City—Howard Co. Fair Assn. Aug. 20-21. William S. Ledbetter.

#### MASSACHUSETTS

- Cummington—Hillside Agrl. Soc. Aug. 22-24. Francis R. Wells.
- Marshfield—Marshfield Agrl. Soc. Aug. 17-23. Horace C. Keene.
- West Tisbury—Martha's Vineyard Agrl. Soc. Aug. 20-21. Charles A. Turner.

#### MICHIGAN

- Armada—Armada Agrl. Soc. Aug. 21-24. Wilbur J. Bantien.
- Big Rapids—Mecosta Co. Fair Assn. Aug. 19-23. Charles Midgley.
- Caro—Tuscola Co. Fair Assn. Aug. 18-23. Carl F. Mantey.
- Escanaba—Upper Peninsula State Fair. Aug. 19-24. Harold P. Lindsay.
- Goodells—St. Clair Co. 4-H Club Fair. Aug. 22-23. Earl C. McCarty, Port Huron.
- Lowell—Kent Co. 4-H Agrl. Assn. Aug. 20-22. K. K. Vining, Grand Rapids.
- Marshall—Calhoun Co. Fair Assn. Aug. 19-23. B. D. Carpenter.
- Sandusky—Sanilac Co. 4-H Fair. Aug. 20-23. Clarence E. Prentice.
- Standish—Arenac Co. Agrl. Soc. Aug. 19-21. Paul R. Pennock.

#### MINNESOTA

- Albert Lea—Freeborn Co. Agrl. Soc. Aug. 18-22. Herman D. Jensen.
- Alexandria—Douglas Co. Fair. Aug. 19-22. R. S. Thornton.
- Anoka—Anoka Co. Agrl. Soc. Aug. 18-20. C. A. Wickstrom.
- Appleton—Swift Co. Fair Assn. Aug. 21-24. J. G. Anderson.
- Detroit Lakes—Becker Co. Fair Assn. Aug. 21-24. G. W. Peoples.
- Garden City—Blue Earth Co. Fair. Aug. 18-20. Daniel James.
- Herman—Grant Co. Agrl. Assn. Aug. 22-24. G. I. Haney.
- Hopkins—Hennepin Co. Agrl. Soc. Aug. 21-23. Mike W. Zipoy.
- Jackson—Jackson Co. Fair. Aug. 21-24. Anton C. Geiger.
- Kasson—Dodge Co. Fair. Aug. 18-21. L. W. Tietje.
- Park Rapids—Shell Prairie Agrl. Assn. Aug. 18-20. B. E. Breuer, Osage, Minn.
- Pillager—Cass Co. Agrl. Soc. Aug. 22-23. Earl La Porte.
- Pine River—Cass Co. Agrl. Assn. Aug. 18-20. Homer Fraser.
- Pipestone—Pipestone Co. Agrl. Soc. Aug. 18-20. R. S. Owens.
- Preston—Fillmore Co. Agrl. Soc. Aug. 21-24. Charles H. Utley.
- Princeton—Mille Lacs Co. Agrl. Soc. Aug. 20-23. R. C. Angstrom.
- Proctor—St. Louis Co. Community Fair Assn. Aug. 23-26. Owen J. Larkins.
- Saint James—Watonwan Co. Fair Assn. Aug. 22-24. Hubert Ranson.
- Saint Paul—Minnesota State Fair. Aug. 23-Sept. 1. Raymond A. Lee.
- Saint Peter—Nicollet Co. Agrl. Soc. Aug. 21-24. Dr. Roy A. Dean.
- Shakopee—Scott Co. Agrl. Soc. Aug. 18-20. R. T. Schumacher.

- Slayton—Murray Co. Agrl. Soc. Aug. 21-24. W. M. Leebens, Fulda.
- Tyler—Lincoln Co. Fair Assn. Aug. 21-24. Jens S. Bollesen.
- Windom—Cottonwood Co. Fair. Aug. 19-21. J. H. Tschetta, Mountain Lake.
- Worthington—Nobles Co. Fair Assn. Aug. 18-20. L. A. Hons.

#### MISSOURI

- Gainesville—Ozark Co. Fair. Aug. 21-23. Richard Trump.
- St. Louis—Greater St. Louis Co. Fair. Aug. 23-Sept. 1. Vernon M. Huff, Clayton.
- Sedalia—Missouri State Fair. Aug. 17-24. Roy S. Kemper.
- Washington—Franklin Co. Farm Products Show. Aug. 22-24.

#### MONTANA

- Sidney—Richland Co. Fair. Aug. 21-23. J. M. Suckstorff.

#### NEBRASKA

- Auburn—Nemaha Co. Fair. Aug. 20-22. G. E. Coddington.
- Bassett—Rock Co. Fair Assn. Aug. 23-24. H. C. Carr.
- Benkelman—Dundy Co. Fair. Aug. 18-20. Joe Laughlin.
- Bladen—Webster Co. Fair Assn. Aug. 21-23. F. J. Haller.
- Central City—Merrick Co. Fair Assn. Aug. 19-22. Perry Gage.
- Chadron—Dawes Co. Fair. Aug. 21-23. Harry Kuska.
- Culbertson—Hitchcock Co. Agrl. Soc. Aug. 21-24. Ervin Coyle.
- Hastings—Adams Co. Fair. Aug. 18-22. Paul Pierce.
- Homer—Dakota Co. Agrl. Soc. Aug. 21-23. James Alloway.
- Geneva—Fillmore Co. Agrl. Soc. Aug. 20-22. Howard W. Hamilton.
- Grant—Perkins Co. Agrl. Soc. Aug. 21-23. W. E. Cannady, Madrid.
- Minden—Kearney Co. Agrl. Soc. Aug. 21-23. Mervin Peterson.
- Oakland—Burt Co. Fair Assn. Aug. 18-21. C. H. Walton, Lyons.
- Ogallala—Keith Co. Agrl. Assn. Aug. 18-20. R. D. Hughes.
- Osceola—Polk Co. Fair. Aug. 19-21. Don Nordberg.
- Spalding—Greeley Co. Fair Assn. Aug. 18-20. Don C. Smith.
- Springfield—Sarpy Co. Fair. Aug. 21-23. Arthur Adair.
- Stapleton—Logan Co. Agrl. Soc. Aug. 22-24. V. K. Magnuson.
- Valentine—Cherry Co. Fair Assn. Aug. 22-24. Jack C. Coupland.
- Wahoo—Saunders Co. Agrl. Soc. Aug. 20-22. E. J. Erickson.
- Weeping Water—Cass Co. Agrl. Soc. Aug. 20-22. Owen Welch.

#### NEW JERSEY

- Paulsboro—Gloucester Co. Agrl. Fair. Aug. 21-23. Everett Thompson, Mickleton.
- Troy Hills—Morris Co. Fair Assn. Aug. 19-23. Harry W. Wambold, Morristown.

#### NEW YORK

- Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 19-23. Spencer D. Cassidy, R. 2, Mechanicville.
- Bristol Hills—Ontario Co. Agrl. Soc. Aug. 21-25. Janette D. Dewey, Canandaigua.
- Hamburg—Erie Co. Agrl. Soc. Aug. 18-23. Frank A. Slade, County Hall, Buffalo.
- Ithaca—Tompkins Co. Agrl. Soc. Aug. 18-23. Merrill F. Curry.
- Kingston—Ulster Co. Agrl. Soc. Aug. 20. Albert Kurdt.
- Malone—Franklin Co. Agrl. Soc. Aug. 18-23. H. B. Kelley.
- Norwich—Chenango Co. Fair Assn. Aug. 19-23. Gerald F. Farnham.
- Penn Yan— Yates Co. Agrl. Soc. Aug. 20-23. Oliver Wilcox.
- Pike—Silver Lake Agrl. Assn. Aug. 19-22. Henry M. Wagenblass, Warsaw.
- Sandy Creek—Sandy Creek Fair Assn. Aug. 19-23. William J. Potter.
- Walton—Delaware Valley Agrl. Soc. Aug. 19-22. Paul G. Williams.

#### OHIO

- Athens—Athens Co. Agrl. Soc. Aug. 19-22. L. C. Baker.
- Chillicothe—Ross Co. Agrl. Soc. Aug. 19-22. William R. Kramer.
- Columbus—Ohio State Fair. Aug. 23-29. Edwin J. Bath.
- Delphos—Allen Co. Agrl. Soc. Aug. 19-23. L. B. Foley.
- Dover—Tuscarawas Co. Fair. Aug. 20-22. S. O. Mase.
- Greenville—Darke Co. Fair. Aug. 18-22. Frank Hiestand, Rossburg, O.
- Hicksville—Defiance Co. Agrl. Soc. Aug. 17-23. Allen D. Elliott.
- London—Madison Co. Agrl. Soc. Aug. 17-21. Fred M. Guy, Irwin, O.
- Mansfield—Richland Co. Agrl. Soc. Aug. 21-23. Orville Kibler.
- Marion—Marion Co. Agrl. Soc. Aug. 17-22. H. A. Mayers.
- Painesville—Lake Co. Agrl. Soc. Aug. 20-24. Robert A. Guthleben.
- Tiffin—Seneca Co. Agrl. Soc. Aug. 19-22. C. B. Baker.
- Wellington—Lorain Co. Agrl. Soc. Aug. 19-22. Clair L. Hill.
- West Union—Adams Co. Agrl. Soc. Aug. 19-22. Charles S. Kirker.

(See Fair List on page 78)

## Edwin C. Eggert To Manage American Royal Horse Show

KANSAS CITY, Mo., Aug. 2.—Appointment of Edwin C. Eggert, former manager of the Tennessee State Fair Horse Show, as manager of the American Royal Horse Show October 18-25 is announced by Elmer C. Rhoden, show chairman. Eggert managed the Tennessee State Fair Horse Show at Nashville four seasons (1938-'41) prior to its wartime suspension.

# CANADA OFF, BUT PROFITABLE

## Strates Cuffs In a Big One At Syracuse

### Plenty of Kale Around

SYRACUSE, Aug. 2.—Playing on the Mattydale showgrounds, under the auspices of the Frank Buchanan Post, VFW, from 7,000 to 8,500 cash customers poured thru the main and side gates of the James E. Strates Shows nightly the week of July 21. Show, ride and concession operators reported business as the best of the season. It was big for everyone from opening night until closing time at 1 a.m. Sunday. Due to the large crowds, the free act, the Alcidos, was held up until after midnight.

Ideal show weather prevailed during the entire engagement, with rain falling after closing hour Tuesday. Excellent bus service, ample parking space and plentiful spending money, helped in making the date outstanding. Extra help could not be hired for \$1 per hour.

Nate Eagle's *Hollywood Midget Stars*, *Charm Hour Revue*, Benson's *Hawaiian Nights* and Jerry Jackson's *Hep Cats* did top business, often packing their tops with one bally. Claude Bentley's *Side Show* grossed heavily. Rides came into their own, with platforms packed and jammed with thrill seekers.

Bligh A. Dodds, director, Division of State, County and Town Fairs, and George W. Schilly, administrative assistant New York State Fair, were guests of General Manager Strates, with Mrs. Dodds and Mrs. Schilly guests of Mrs. Strates.

Mr. and Mrs. Smoky Da Capio tendered a birthday party for their son, Jimmie, at their new home here, which was attended by show chills. (See *Strates in Big One on page 100*)

## Bath, Me., Cent. Biz Proves Only Fair for W.O.M.

PRESQUE ISLE, Me., Aug. 2.—The World of Mirth Shows, which closed the still date season at Bath, Me., July 26, opened its fair schedule here Monday, July 28, at the Northern Maine Fair. Annual closes tonight.

At Bath business was only fair, officials reported. The org occupied the midway in conjunction with the week-long celebration of Bath's Centennial, which features parades, a firemen's muster, band concerts, a centennial queen crowning and drum corp contest.

An estimated 25,000 were on hand for opening night festivities July 21, but business fell far short of expectations. One big reason, officials said, was the parade was late starting and it kept spectators off the lot until a late hour. Tuesday and Wednesday, July 22-23, org was rained out. Rest of the week the weather was okay and business picked up, but a final check showed both attendance and grosses down from last year.

General Manager Frank Bergen was complimented editorially in the Bath newspaper, and Mayor E. T. Small sent him a letter of appreciation for the World of Mirth's help in making the centennial a success.

## BALLYHOO BROS.' CIRCULATING EXPO

### A Century of Profit Show

By Starr De Belle

Pompous, W. Va.  
August 2, 1947.

Dear Pat:

Months of secret work have been done by our secret crews of mechanics, artists, designers and electricians in building and producing the most magnificent midway of all times. To actually produce a midway of such beauty and originality, crews must be hidden in remote spots far away from the prying eyes of visiting midwayites to avoid hearing: "That's not the way it was done on the Streak o' Lean Shows," or, "The Great Outhouse Sanitary Exposition tried your type of building, but failed to produce. Now if I was doing it, you may use my ideas gratis and I'll not take any bows for it, I'd do it this way, etc."

Work in building our new sensational midway was so secretly done that the crews in Ohio, Virginia, New Mexico and New Jersey didn't know what the other crews were doing. Each crew had its work laid out and specifications were so closely followed that when completed each sec-

tion fit together perfectly. We, referring to those back with it, were told that something big was brewing, but figured that the touting was another morale builder such as: "Better order plenty of plaster and slum so you'll be ready for our big red ones that are in the offing."

Here is the new layout. For the first time in carnival history the moon, sun, winds and rain can be (See *Ballyhoo Bros. on page 100*)

## Danville, Ill., Pleasant Jolt To Hennies Org

DANVILLE, Ill., Aug. 2.—Hennies Bros.' Shows ran into a pleasant surprise here this week. The fair here, titled Eastern Illinois Fair as the result of the merger this winter of Illinois-Indiana Exposition here and the established but none-too-successful Vermillion County Fair at Fairmount, proved a well-balanced fair and the folks came out from opening night, Monday, July 28, on, and the attendance gave promise of holding up, if not increasing, before the wind-up Sunday night (3).

There was only one jarring note to mark the surprise of the Hennies org. It didn't pull in here in time to set up for opening night. And that night there was a huge turnout, with estimates placing it as high as \$15,000. There was no paid gate that night, and on subsequent nights, with a paid gate, while attendance was good, it did not hold up to the opener.

However, folks on the Hennies show were happy. Once set up, business was beyond expectations, and this spot had been calculated merely as a fill-in, preparatory for the jump next week into Springfield for Illinois State Fair and for the annual picnic which precedes it.

## 20th Century Loses Transformer in Fire

DOWNS, Kan., Aug. 2.—Fire destroyed the 1947 transformer truck and transformer equipment of the 20th Century Shows July 22 on Highway 22 near Solomon Rapids, Kan., as the show was en route here. The equipment was reported a complete loss.

W. E. (Bill) Clark, electrician, who was driving the truck, succeeded in saving his house trailer which was being towed. Clark fought the blaze with a fire extinguisher and was overcome by smoke. Allen Seeley, tilt foreman, who was the first to arrive at the scene, pulled Clark from the area of the burning truck and revived him.

Fred Hamilton, popcorn operator, lost 285 feet of cable in the fire.

## Moneymoon Over, Goodman Says; Dubuque Is Off 50%

CHICAGO, Aug. 2.—The honeymoon for the carnival trade is over, according to Max Goodman, veteran of many years in the business and owner of the Wonder Shows of America. Here this week on a brief business trip while his shows played a still date at Dubuque, Ia., Goodman frankly admitted his grosses are "away off" from last year. And, he added, "most show owners, if they would admit it, would say the same." Goodman pointed out that despite good weather the gross for his org at Dubuque this week was running almost 50 per cent behind last year. This drop, he explained, was the most acute of the year.

Declining grosses are just one factor why the honeymoon is over, Goodman maintained. Mounting costs and what he terms "unproductive" help are potent factors.

Goodman cited the increased cost of railroad moves and said moving costs for truck shows are away up, too.

On the subject of "unproductive help," he held that "carnival help today doesn't put out.

"Foremen now are getting in the neighborhood of \$75, and they don't give their jobs the attention they once did. Too often they leave the rides in the care of the second men. And (See *Dubuque Down on page 100*)

## Jack Ruback Lands Battle of Flowers

SAN ANTONIO, Aug. 2.—Jack Ruback, owner-general manager of the Alamo Exposition Shows, yesterday contracted for his organization to return to the Battle of Flowers here, April 19-24, 1948. The Ruback org played the event for the first time this spring.

Manager Ruback made his contract with Jack Raboult, secretary of the Fiesta San Jacinto Association, sponsor of the Battle of Flowers festivities.

## Brandon Up Over '46 Run

### Saskatoon takes nose dive; Claxton's "Harlem in Havana" cracks all records

By a Staff Correspondent

REGINA, Sask., Aug. 2.—Royal American Shows will move out of here tonight with the office wagon quite well loaded with profit after five weeks on the Western circuit of Class A Canadian exhibitions, and a two-week still date running in Winnipeg. True, the load isn't as bulky as it was a year ago, but then the chances are that babes in arms are the only ones around who will live long enough to see a repetition of that amazing 1946 business.

Brandon, Man., opening spot on the route, was the only one that showed an increase over last year, and it came despite a flood that cut off some business from the northern section of the province.

Calgary, second on the route and still the top money getter, was off about 10 per cent, a decrease in line with other attractions and pari-mutuel betting at that spot. Edmonton also was off a bit, around 7 per cent, according to Owner-Manager Carl J. Sedlmayr, but Saskatoon took a big tumble—almost 33 per cent. The terrific drop at Saskatoon was attributed to two reasons—the complete departure of military personnel and a crop failure. Brandon, on the other hand, jumped up because of the early date and farmers were (See *RA's Canada Jaunt on page 101*)

## Wagner's Rides, Shows Get Brisk Play at Muncie

MUNCIE, Ind., Aug. 2.—Encountering what Al Wagner described as "locomotive trouble," the Cavalcade of Amusements railed into this city too late for its scheduled Saturday night, July 26, tee-off at the Muncie Fair, the org's first fair date of the season.

Show, however, was up and in operation Sunday, but the weather hurt. In mid-afternoon it drizzled, then rained and didn't let up until about 7 p.m., and even then the overhead was threatening.

From Monday thru Thursday night weather was perfect. Turnouts were good, only slightly under the corresponding days last year, but all the play—and it was heavy—went to the shows and the rides.

Loss of the opening night business here cut deeply into the potential gross, as did the rain Sunday, so that the final count should be under last year's big gross here. However, the final count was expected to be good.

Show, which tore down Friday (1), jumps from here to the Ionia (Mich.) Free Fair.

## Gluskin Joins Triangle

CHICAGO, Aug. 2.—Sam Gluskin, veteran general agent, has joined Jake Shapiro's Triangle Shows to handle Southern bookings, it was reported here.

**SUNFLOWER STATE SHOWS****WANT AT ONCE**

EXPERIENCED SECOND MAN ON OCTOPUS  
Must be sober and drive Truck. Good salary  
and Bonus.

**WANT FOR**

McCook, Nebr., Aug. 11-16; Hastings, Nebr.,  
Aug. 18-23. Two big dates with 9 Fairs to  
follow: Non-conflicting Rides, Shows, and all  
Concessions.

**FOR SALE**

1946 GRUNNER MIX-UP  
Perfect condition, International power.  
\$1,000.00.

Good Side Show Banners—\$10.00 Each

Butch Goff wants Agents and Cookhouse Help.

Duke Del Rio wants Half and Half, and other  
Acts for Side Show.

Will buy, book or lease Fun House, Loop-o-Plane,  
Roll-o-Plane. Delivered. Wire price.

Address: C. A. GOREE, Mgr.

Lucas, Kans., this week; then the two big ones  
and all Fairs to follow.

**WANT — WANT — WANT**

Tilt Foreman who can drive Semi. Want  
Hanky Panks and Agents. Want Grind  
Store and Skillo Agents, Girls for Girl Show.  
WANT TO HEAR FROM FREE ACT THAT  
WILL WORK ON PERCENTAGE. Tilt  
Smitty, wire Bill Gooch. Grady Ford no  
longer connected with this Show.

**SMITH AMUSEMENT CO.**

ROLAND SMITH E. (RED) McFARLIN  
Owner & Mgr. Asst. Mgr.

Nevada, Mo., week Aug. 4; then Girard,  
Osage City, Seneca, Wefmore, Ft. Scott  
and Osawatomis (all Kansas); Fairs to  
follow.

**JACKIE CRUZ****WANTS**

Waiters, Cooks and Kitchen Help for Cook  
House catering to carnies. Good tips and  
wages to sober and reliable Help.

**ROYAL AMERICAN SHOW**

Superior, Wisconsin, Aug. 11th to 16th.

**WANT CARNIVAL****Top notch Carnival for  
CHILDRESS STATE FAIR**

Dates: September 17, 18, 19, 20.

Reason: Cancellation of contract signed  
last year. Any first-class Carnival with  
ample Rides and Shows appearing in this  
section and able to make this date, contact  
PAUL ORD, Childress State Fair, Childress,  
Texas.

**BREWER'S UNITED SHOWS**

Want Spitfire Foreman. Can place Bingo, Fish  
Pond, Swingers, Clothes Pins, Coke Bottles,  
Country Store, String Game, Hoop-La, Dart  
Game, Novelties. Want Grind Store Agents. Will  
book or buy Chairplane and Tilt-a-Whirl. Will  
place any neatly framed Show. This Show car-  
ries 6 Rides and 30 Concessions. We have 7  
Fairs and 3 Celebrations.

Greenville, Tex., this week.

**A. P. STICKEL****CALLING**

Chester Patty, Jack Coleman,  
Mike and Jenny Pearman, we have  
Al Harding Patch. Bring Ride  
Help, Agents.

Yanceyville, N. C.

**SAMMY EPPLE****WANTS**

Boosters and Outside Men for Line-  
Up Stores. Heart Texas Shows,  
Lawton, Okla., Rodeo this week;  
Anadarko Indian Fair next week.

**Prell Org Gets  
Top Single Day  
In Hammonton**

PLEASANTVILLE, N. J., Aug. 2.—  
When Prell's Broadway Shows  
pulled in here this week for a one-  
week stand, employees in general and  
Owner Sam Prell in particular were  
still talking about the week's stand  
at Hammonton, N. J.

It was Wednesday, July 16. The  
weather was fine and the Prell org  
opened with hopes the day would be  
a good one. By closing time the  
records showed 14,567 persons had  
gone thru the gate to give the org its  
biggest single day's biz in the 35  
years Prell has had his own show on  
the road.

The 165-mile jump from Patch-  
ogue, L. I., N. Y. to Hammonton was  
a tough one but show was up and  
ready for business Monday night,  
July 14. Business opening night was  
good and it kept building until the  
pinnacle was reached Wednesday  
night. The following three days were  
better than okay.

Prell purchased a new transformer  
wagon to supplement Electrician  
Mack Klein's battery of light plants  
which have been overtaxed because  
of the addition of several new rides.  
In addition to the new kiddie rides,  
a new Looper is en route from the  
Allan Herschell factory, which will  
give the show 15 major rides and a  
complete kiddie park.

During the Hammonton stand, the  
ladies on the show held a benefit  
bingo party, under chairmanship of  
Beatrice Tarbus. The party netted  
\$144, half of which went to the La-  
dies' Auxiliary, National Showmen's  
Association, and half to the Ladies'  
Auxiliary, Miami Showmen's Club.  
Assisting Beatrice Tarbus were Agnes  
Grosso and her daughter, Estelle  
Gibollo, and Abe Grosso and his staff  
who donated the use of the bingo  
set-up, plus their services.

**JJJ, Monon Cele  
Special Events  
Vie for Patrons**

NEW ALBANY, Ind., Aug. 2.—  
Spotted at Falling Run Park, within  
two blocks of the heart of town, the  
Johnny J. Jones Exposition got away  
Saturday, July 26, to fairly good  
business in its stand here as one of  
the features of the 100th Anniversary  
Celebration of the Monon Railroad.

Opening matinee was rated as good  
and the night as fair, with the back  
end getting a strong play. Sunday  
(27), however, was killed by rain.  
The next three days, Monday thru  
Wednesday (28-30), offered strong  
special events staged by the Monon.  
These included night street dancing  
with name bands and a fireworks  
show, staged by Thearle-Duffield  
Fireworks Company, Chicago, in a  
stadium some distance from the  
show lot.

The special events during those  
three drew the big play, but the show  
nonetheless did business. With those  
features out of the way, it was fig-  
ured the org would cash in heavily  
for the remainder of its stand before  
jumping into Altamont, Ill., for the  
Effington County Fair, opening to-  
day.

As a special feature here, the org  
had the Wallendas as a free attrac-  
tion.

Stand here was well-ballyhooed.  
One of the promotional tie-ins was a  
tour of the org's miniature train, all  
re-done in the Monon colors, of  
towns within 65 miles of this town,  
the celebration center of the Monon's  
anniversary doings. Queens, picked  
from towns along the Monon, rode  
the miniature train in the promo-

**Ed Young in Top  
Health; Ready for  
Initial Fair Date**

SPRINGFIELD, O., Aug. 2.—Re-  
peating the oft-repeated remark of  
Mark Twain, "The report of my death  
has been grossly exaggerated," Eddie  
Young, manager of the Royal Crown  
Shows, this week went about the task  
of preparing his organization for the  
opening of his fair route Monday (4)  
at Germantown (Ky.) Fair and Horse  
Show.

Last week-end there was a rumor  
that Young had been seriously in-  
jured or killed in an auto accident,  
and it traveled the grapevine so  
rapidly that by last Monday messages  
of condolence were being received on  
the show.

"I'm a pretty healthy fellow for  
one who is supposed to be dead,"  
Eddie declared, shifting his cigar and  
taking off for the back-end where a  
scenic artist was retouching a front.

Royal Crown chalked up a winner  
last week at Marion, O., and the first  
three nights here indicated this would  
be red, too.

**Franks' Org Extends  
Run on Macon Lots**

MACON, Ga., Aug. 2.—Because of  
a steady increase in biz on local lots,  
W. E. Franks, owner of Franks'  
Playland, has canceled four spots  
booked in the South Georgia tobacco  
belt and will remain here, playing  
neighborhood lots indefinitely.

Last week was the seventh in  
town, and Franks said it was his  
best of the season. Outfit broke in  
a new lot on the recently completed  
Eastside Highway near a new drive-  
in restaurant.

Bob Smallwood, his wife and son  
arrived from Kentucky and booked  
three concessions. Tex Mitchell, who  
has palmistry, added a corn game  
and three others. Bill Holcomb  
joined recently with three conces-  
sions. Outfit now has a total of 26.  
Mrs. Peggy Franks, wife of the  
owner, reports exceptionally good  
business for her cookhouse and hit-  
or-miss ball game. Ace Turner, of-  
fice assistant to Franks, is back after  
a four-day visit to Atlanta.

Potentate J. P. Kennington, of Al  
Sihah Shrine Temple, last week  
headed a party of Shriners who spent  
an evening with Franks, a member  
of the temple's degree team, and  
made a round of all attractions.

The show is now on a two-week  
repeat visit to the playgrounds lot,  
Vineville, which was the first spot  
played here this season.

**Salem, Ill., Wins  
For John R. Ward**

SALEM, ILL., Aug. 2.—The still date  
stand here of the John R. Ward's  
World's Fair Shows, thru July 31,  
was a winner. Rides scored a tre-  
mendous business the first four  
nights, with the shows clicking and  
the concessions getting their share.  
Weather was good. Spending was  
easy.

Bill Breeze, general agent rejoined  
here for a consultation with Owner  
Ward.

From here the show moves to  
Terre Haute, Ind.

tional stunt, which cracked the pa-  
pers

Sunday (27), show personnel  
gathered at the Greencrest Cemetery  
grave of Dellard Lampkin, for many  
years the org's chief electrician, who  
died in May during the show's en-  
gagement at Johnstown, Pa. Dr.  
Serge T. Urling, show's physician,  
officiated at the memorial services.

**D & P SHOWS****WANT**

Any Ride not conflicting with Wheel,  
Chairplane and Loop. CONCESSIONS—Ball  
Games, High Striker, Hoop-La, Pitch-Tilt-  
You-Win or any Hanky Panks that work for  
Stock. Floyd Sheaks wants Agent for Fish  
Pond. Fairs just starting.

D & P SHOWS, week Aug. 4, Pittsburgh, Pa.

**JIMMY ANNIN****WANTS**

Pin Store Agents. Hurry, answer. Also  
Mouse Game Help and Six Cat Agents for  
new framed joint. Need one Working Man  
for Grind Store. Answer:

BLUE RIBBON SHOWS, Anderson, Ind.

**RALPH R. MILLER****WANTS**

Operators for Country Store, Wheel and Set  
Joints. Opening Aug. 9th, Springfield, Mo.,  
Fair. Swede Olsen, be there; also Fern  
and Jack.

Springfield, Mo., Aug. 9th to 16th.

**FRED AND MARIE GUTHRIE**

Can book your act and concessions  
on my show for 12 weeks.

**J. F. MARTIN SHOWS**

New Bedford, Mass.

**LARRY NOLAN SHOWS****WANT**

For 9 Fairs, season closes Nov. 11.  
HANKY PANKS NOT CONFLICTING.

WANT TO BUY  
Merry-Go-Round Organ. Cash waiting.  
Also National Calliope.

Address: LARRY NOLAN, Mgr.  
Lakin, Kans., Aug. 4-6; Johnson, Kans.,  
Aug. 7-9; Hugoton, Kans., Aug. 11-13.

**Merry Midway Attractions**

Want Concessions, Sno Ball, Clothes Pin  
Pitch, Bumper, Coke, String, Glass Pitch,  
Basket Ball, or any Stock Store. Also will  
book one more Ride, 25%. Can use Bingo  
for 3 weeks. Committees: have last 2 weeks  
in September open. Contact

**ALBERT BARKER**

Lapel, Ind., Aug. 4-9; Cissna Park, Ill.,  
Aug. 12-16; Ridge Farm, Ill., 18-23.

**FEATURE ACT**

Wanted for 5 nights and 4 days, Sept. 16-20.  
Twice daily, 9 Acts.

**De Kalb Co. Street Fair**

AUBURN, IND.

Write W. E. WALTER, St. Joe, Ind.

**OHIO VALLEY SHOWS**

Want Bingo and Stock Concessions. Can use Swinger  
Agents. This week, Sylvania, Ohio.

**ROXIE HARRIS****WANT**

FERRIS WHEEL FOREMAN. \$60.00 a week.  
Must be good. Wire

**BOB HETH**

HETH EXPOSITION SHOWS  
Augusta Fair Grounds, Augusta, Illinois

**DROME TALKER**

and Trick Rider, Girl Rider. Bill Salisbury, wire  
me. Long season; park all winter.

**JOHN WARD SHOWS**

Terre Haute, Ind.

**R. E. LEONARD**

Get in touch with me. To your interest.

**Peppers All State Shows**

Ronceverte, W. Va.

## Lawrence, Peppers Orgs Contract for Eight N. C. Annuals

DURHAM, N. C., Aug. 2.—Thomson-Rumley Enterprises, operator of North Carolina fairs, has signed the Lawrence Greater Shows for three annuals and Peppers' All State Shows for five.

Lawrence Greater will play the Durham Fair, sponsored by the American Legion; Wayne County Fair, Goldsboro, also auspiced by the American Legion, and Granville County Fair, Oxford, sponsored by the V. F. W.

Peppers' All State will be on the midway at Harnett County Fair, Dunn, and Six-County Fair, Mebane, both sponsored by the American Legion; Great Frankinton Fair, auspiced by the local police and fire departments; Chatham County Fair, Siler City, sponsored by a local corporation, and the Burlington Tobacco Festival, sponsored by the V. F. W.

## Jack Downs Preps Gem City for Fairs

AURORA, Ill., Aug. 2.—City bus drivers on strike here threw a wicked curve, low and on the outside, at Jack Downs' Gem City Shows the past two weeks, but Manager Downs utilized the time preparing his org for the string of Wisconsin fairs which starts Monday (4) at LaCrosse.

The Gem City org, which did a colossal business here a year ago, moved in July 14 for the customary seven-day run. The bus drivers' strike knocked the gross from the gate, shows and rides down exactly 50 per cent, but still it was a winning week. Toward what was scheduled as closing day, it seemed that the strike was about to be settled and Downs decided to remain over and give those who depend upon buses a chance for some fun. However, the drivers remained adamant, and the stand which closed here July 26 wound up in the near-black department.

Downs has his show looking well. The front arch, fronted by two lofty light towers, is attractive. His rides apparently are well kept, and the scenic artist is retouching the fronts to remove evidence of a rough spring.

Downs' front-end policy is strictly hanky-pank and percentage, and those who were able to transport themselves to the lot here apparently enjoyed the pastimes offered.

## AA's Carry on With Utah Midway Store

SALT LAKE CITY, Aug. 2.—It's tough enough to beat the rap of old John Barleycorn on a home-town stand or a white collar job, but members of the Alcoholics Anonymous here believe it can be done just as easily on a midway. And they've started a campaign to make things easy for former luses while playing in Salt Lake.

It started when four members of Alcoholics Anonymous, Salt Lake Group No. 2, set two games on the midway at the Utah Centennial Exposition here. Only one store on the midway is making more money than the two grind stores of these admitted ex-drunks. When they can't make their group meetings, the boys hold one of their own—and anyone is welcome.

Their own success on the lot drew an invitation from the local AA for all visiting show people, members of AA or those just interested, to get in touch with the local organization, and they are beginning to do it. The contact with AA members here helps to keep the travelers on the straight and narrow.

Because of the unconventional hours and mode of life, according to local show folk, it is easy to become a lush.

## Lamb Concession Worker Killed in Denver Cafe

DENVER, Aug. 2.—Robert (Tex) Warren, about 40, employed by Lamb's concessions here, was killed, and Sam Lamb, Dallas, also employed by Scott Lamb, owner of the concessions, was held for questioning in connection with a shooting which occurred in a downtown cafe here July 5.

W. P. Kelly, San Antonio, and Guy Skaggs, Fort Worth, also carnival workers, were in a booth with Lamb, they told police, when Warren, sitting at the bar near by, became engaged in an argument over a bet. Warren, they said came over to Lamb and drew a knife. "I'm going to have to cut your head off," witnesses said he told Lamb. He brandished the knife, Lamb drew a gun and fired "four or five times," according to one witness.

Kelly and Skaggs said Lamb and Warren had come with them from Texas to run concessions for races at the Arapahoe Fairgrounds. They arrived in Denver only a few hours before the shooting.



### NOTHING LEFT BUT FAIRS

Shelby County Fair, Shelbyville, Ky., this week, followed by Rockcastle County Fair, Brodhead, Ky.

### CAN PLACE . . . CAN PLACE

CONCESSIONS: All Stock Concessions open.

RIDES: Will book Chairplane, Merry-Go-Round and Fly-o-Plane.

SHOWS: Good opening for Motordrome or any Shows with own equipment.

All Replies To

**JOHNNY J. DENTON**

Johnny J. Denton Shows, Shelbyville, Ky., This Week

## MAGIC EMPIRE SHOWS

### CAN PLACE

Skillo and Count Store Agents. J. D. Swords no longer connected with this show. JACK OLIVER AND YOUR CONCESSIONS, I can place you. Come on. Will book any concessions: Photo Gallery, Mitt Camp, Bingo, Skillo, Razzle Dazzle or what have you. Will book any shows with own transportation.

Princeton, Ind., this week

La Center, Ky., next week

Then all fairs in Kentucky, Tennessee and Mississippi until late in November.

**Magic Empire Shows**

Princeton, Indiana, August 4-9

## WILL BOOK OR BUY MERRY-GO-ROUND

Will book Hillbilly Show or any Grind Shows not conflicting with what we have.

Will book legitimate Concessions of all kinds. No X.

We have the following Fairs fence to fence: Week of Aug. 25th, Botetourt County Fair, Fincastle, Va.; Sept. 1st, Craig County Fair, New Castle Va.; Sept. 8th, Scott County Fair, Dungannon, Va.; Sept. 15th, Washington County Fair, Jonesboro, Tenn. All replies

**W. E. BUNTS**

CHRISTIANSBURG, VA., THIS WEEK

## RIDE HELP AT ONCE

Foreman and Second Man for Wheel and Merry-Go-Round, Second Man for Octopus, Rolloplane and Chairplane. High salaries paid to sober and reliable men. Drunks and tourists, stay where you are. All wire

**C. C. GROSCURTH, Gen. Mgr.**

## BLUE GRASS STATE SHOWS

Huntingburg, Ind., Fair, all this week; Salem, Ind., all next week.

## C. A. STEPHENS SHOWS

Want Concessions. Will sell "X" on Razzle, Six Cat, Bucket and Roll Down. We work every week. Stock Stores all open. Luther Sanelin, will book your Concessions. SHOWS—Will book any Grind Show that can cut it. RIDES—Will book Jinny for balance of season or any Flat Ride. Sailor Jack Allon and Van Dennis, get in touch with Slim Boran. Lucky Paulette, come on. Starting Fairs in two weeks.

All wires to Coeburn, Va., this week; then as per route.

P.S.: Have two Fairs within 100 miles of Chattanooga that I will swap or consider selling due to change in route.

### WANTED RIDES

## ALLEGHENY COUNTY 10TH ANNUAL FREE FAIR

(SOUTH PARK) AUG. 28TH TO SEPT. 1ST, INC.

Attendance 75,000 daily. Good location. Private property directly across from park. Wire PAUL J. STEIN, 2515 SPRING STREET, PITTSBURGH 10, PA.

## FOR SALE—SUPER ROLL-O-PLANE

Plenty of New Parts. Needs New Boom and One Car. Will take \$1,500.00 if sold this week.

**SOL NUGER**

Winchester, Va. Phone 5111, mornings.

## NEW ENGLAND AMUSEMENT CO.

### WANTS

Capable Foremen for Ferris Wheel, Octopus and Chairplane. Top wages and bonus; long season. All replies to Great Barrington, Mass., this week; Lee, Mass., August 11th to the 16th.

## 4 DAYS ★ ★ ★ ★ 4 DAYS BRYAN, OHIO, JUBILEE AND STREET FAIR

Around the Court House—August 13-16. 100,000 people to work to. Bathing Beauty Contest, Car Given Away, Free Acts, Fireworks, Bands, Parades, Auto Thrill Show.

Want Stock Concessions—Diggers, Novelties, Custard, Mitt Camp, Photo, Girl Show, Monkey, Athletic, Snake or any Grind Show. Will book Merry-Go-Round, Octopus or Loop. Wire **OHIO VALLEY SHOWS** ROXIE HARRIS, MGR. SYLVANIA, OHIO

**14 BIG FAIRS 14**  
**AUGUST 11-16**  
 BEST CELEBRATION DATE OF THE YEAR  
**200TH—FOUNDERS WEEK FESTIVAL—200TH**  
 PHILADELPHIA, PA.  
 First major Show to play Metropolitan Philadelphia in over 5 years.  
**EVERYBODY BEHIND THIS ONE—SPECIAL DAYS—PARADES—COME ON.**

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**WEEK AUGUST 18-23**  
**THE GREAT CARLISLE FAIR**  
 CARLISLE, PA.  
 A Sure Natural—A Positive Winner—Races.



**SEPTEMBER 1-6—INCLUDING LABOR DAY**  
 THE ONE EVERYONE IS WAITING FOR  
**THE CAMBRIA COUNTY MAMMOTH FAIR**  
 EBENSBURG, PA.  
 One of the biggest and best Fairs in the East. 1946 attendance: over 225,000 people.  
 85,000 on Labor Day.

**After This One, 12 More Fairs To Go**

WANT...WANT...WANT... Eating Stands of all types, Grab Stores, Potato Chips, Custard, Pop Corn, Candy Floss.  
 WANT...WANT...WANT... Fat Show, Midget Show, Hillbilly Show, Lung Show and any other Show of merit.  
 WANT...WANT...WANT... Novelties, Guess Your Age, Scales, Grind Stores of all types.  
 WANT...WANT...WANT... Concessions of all kinds.

**WILL BOOK** OCTOPUS, TILT, LOOPER, SCOOTER, OR ANY RIDE NOT CONFLICTING. WHAT HAVE YOU?  
 WANT...WANT...WANT... Ride Help of all types. Those driving Semis preferred.  
 WIRE...WIRE...WIRE...

**SAM E. PRELL**  
 PRELL'S BROADWAY SHOWS, York, Pa.; then per route.

**ANDERSON'S GREATER SHOWS**  
*the fine old show with the grand old name*

**WANT**

Sound Car, good proposition. Want Grind Show, have 20x30 Top. What have you? Will book 1 Skillo and 1 Roll-down. Those with Stock Stores given preference. Harry LaFont, can place you. Stock Concessions, \$20.00. Novelties, Custard, Apples, Photos, French Fries, Age, Weight and String Game open. Want Second Man for Wheel. All replies  
 ANDERSON GREATER SHOWS, Whitley City, Ky., this week.

**GEORGE CLYDE SMITH SHOWS WANT**

Ball Games, Basket Ball and High Striker, Fish Pond, Duck Pond, Cigarette Shooting Gallery, String Game, Penny Pitch, Hoopla, Watchla, Scales, Age, Bowling Alley, Penny Arcade. Wanted Side Show, Wild Life, Plant Show. Spicy Copeland, wire me. Address all replies George Clyde Smith Shows, Scalp Level, Pa., this week; Madera, Pa., next week.

**PIONEER SHOWS**  
*high class midway attractions*

**FIRST ANNUAL ALL VETS CELEBRATION, FAIRPORT, N. Y., AUGUST 11-16**

This is the biggest Celebration ever held in Fairport. Veteran organizations from all over Western New York. Also several Active and Reserve Military Outfits will participate. Don't miss this one. Why pay big privileges when you get the same. This for live and let live prices. Will book any legitimate Concessions or Shows not conflicting. No gate. This one followed by Troy, Pa., Fair, Aug. 18-23. Answer  
**MICKEY PERCELL**  
 Week Aug. 4-9, Mt. Morris, N. Y.

**DYER'S GREATER SHOWS**  
**BEST ON EARTH (ON BICYCLES)—"CLEAN AS A WHISTLE"**

Delaware Co. Fair, Manchester, Iowa, Aug. 5-8; Hardin Co. Fair, Eldora, Iowa, Aug. 11-15; Big Four Fair, Nashua, Iowa, Aug. 18-22; Clayton Co. Fair, National, Iowa, Aug. 25-28; Iowa Co. Fair, Mineral Point, Wis., Aug. 29-Sept. 1; Grant Co. Fair, Lancaster, Wis., Sept. 3-7; Vandalia, Mo., Free Street Fair, Sept. 9-13; Southern route follows, list later.  
 Want Fun House, Mechanical City or Farm, Fat Show or any outstanding Freak or Platform Attraction. Will furnish outfit or book yours. Hanky Panky, no exclusive. Neat Cook House or Sit-Down Grab. Front Man Grinder for largest hog on earth, good P.C. proposition; Ball Game, Penny Pitch, Straight Wheel Agents; Helpers on all Rides. Loafers, drunks, stay away.  
 (Cut out, save for future reference)

**WANT—EVANS UNITED SHOWS—WANT**

Cook House, Ice Cream, Snow Cones, Clothes Pin, Pitch-Till-You-Win, Cork Gallery, Blower, and any Concessions not conflicting. 2 Girl Shows for Creston, Iowa, Horse Show, Aug. 11-14. Take your Best Hold. Need Ball Game, Percentage and High Striker Agents. Plenty of Fairs and Celebrations from now thru October. Contact:  
**CLAY M. EVANS, Mgr.**  
 Hamburg, Iowa, Aug. 6-9; then Creston, Iowa

**Atlanta Lots Good For Tinsley Rides**

ATLANTA, Aug. 2.—Johnny T. Tinsley rides have been playing lots here to excellent business in recent weeks, reports R. F. McLendon, a visitor who was formerly connected with the org and is now doing newspaper work.

Tinsley's unit is the largest playing these locations, consisting of 10 major and four kiddie rides embellished by six towers.

New office trailer, done in red leatherette and stainless steel, is the talk of the midway. It is done in three sections, one for Mrs. Mayo Tinsley, one for Mr. Tinsley and one for Business Manager Tommy Thompson.

Homer Scott and Jack Coleman, former concessionaires, and Clarence G. Daniel, billposter, left to organize a unit opening in Athens, Ga. New concessionaires are Charles and Mr. and Mrs. Frank Tutteron, John Scott, Bill Bestland and H. G. Wooley. Mr. and Mrs. W. H. Reed (Pearl Barfield) framed a new photo store.

Sidney Alcido, manager of the Four Skyrockets, added two sections to the act's ladders, making distance to the ground 141 feet. Act has been drawing well. Manager Tinsley went to his home in Greenville, S. C., for two days on business. He still operates his hotels there. Gladys Smith, of Marietta, Ga., was a visitor. Gladys Alcido celebrated a birthday July 14, holding a party after the performance. Reba Guillmette celebrated her first birthday July 13. Her mother and father have the long range gallery and hoop-la. Mr. and Mrs. Hickman Moore, of Rome, Ga., were visitors.

**Tim Browers Opens New Org With 4 Rides in Vancouver**

VANCOUVER, B. C., Aug. 2.—Tim Browers' Alladin Shows, a newly assembled org with 4 rides and 20 concessions, opened on the Burrard Street lot, opposite Seaforth Armouries (broken in last spring by Meyerhoff's Crescent Shows), July 28 for a six-day stand under auspices of the Kitsilano Boys' Band.

**Day-and-Date Riverhead**

RIVERHEAD, N. J., Aug. 2.—Two Long Island carnivals, the I. T. Shows (Isser & Trebish) and Victory Shows (Billy Giroud), are playing day and date here this week.

**NEON MAN WANTED**

Must understand all forms of Glass Blowing.  
 Salary, \$100.00 per week.  
 Address: AL. WAGNER, Mgr..

**Cavalcade of Amusements**

Ionla, Mich., this week; La Porte, Ind., next week

**WANTED**

Man to take charge Snake Show.  
 Wanted—P.C. Dealers.

**CRYSTAL EXPO SHOWS**

This week, Independence, Va.

**WANT**

MERRY-GO-ROUND FOREMAN, \$70.00 a week.  
 Don't misrepresent. Wire

**BOB HETH**  
 HETH EXPOSITION SHOWS  
 Augusta Fair Grounds, Augusta, Illinois

**Matthew J. Riley Enterprises**

**WANT FOR TWO BIG ONES**

Celebration, Hamonton, N. Jer., week August Eleventh to Sixteenth;  
 Gloucester County Fair, Paulsboro, New Jersey.

Horse Racing, all kinds of fair exhibits, five days, August Nineteenth-August Twenty-Third, bona fide fair, plenty of free acts, exhibits daily.

Want Concessions, want Shows with own outfits, want Riding Devices, Octopus, Rolloplane or any major rides. All mail to

**MATTHEW J. RILEY**  
 Clinton Hotel, Philadelphia, Pa.

**BRADY & LEEDY SHOWS**

**WANT**

Legitimate Concessions of all kinds, Carmel Corn, High Striker, Jewelry. Novelties, Rotary Machine. Want Shows with own outfits for nice string of fairs, starting August 11th at Marlinton, West Virginia. Want Girls for Posing Show and Ten-in-One Workers. Also opening for String Game and Mug Joint. Need reliable Ride Help. Drunks, stay away. Elkins, West Virginia, this week.



# A.M.P. SHOWS

*Suggs*

**LIMITED  
AMOUNT  
SPACE LEFT!**

**GALAX, VA., FAIR**

**AUGUST 25-30**  
LONG LIST PROVEN FAIRS FOLLOW

**RESERVE  
YOURS  
NOW!**

Funhouse, Glasshouse, Motor Drome, Unborn, Wildlife, any others not conflicting. NOTICE: CHARLIE HALLAR WANTS Working Acts, STRONG ANNEX FEATURE; want especially Sword Swallower and Tattoo Artist. Dickey Hillburn (Half Boy), contact. CONCESSIONS—String Game, Swinger, Huckley-Buck, High Striker, Dart Stores, Penny-in-Bowl, Devil's Bowling Alley, American (only) Photos and Palmistry. NOTICE: WILL BOOK OCTOPUS, ROCKET or RIDEE-O for our Fair route. All replies to

**A. M. PODSOBINSKI, General Manager**  
MAN, W. VA., this week; VIVIAN, W. VA., next week.

## OGEMAW COUNTY FAIR

WEST BRANCH, MICH., AUGUST 12-15

Can place Concessions that work for stock, Cookhouse, Grab Joints, Penny Arcade, Fun House.

MONROE COUNTY FAIR, Monroe, Mich., August 20 to 23.

Have contracts for following fairs: Onekama Fair, Brown City Fair, Saline 4-H Fair; all Michigan. Show out till October. Wire

**C. J. BENNETT, Mgr.**  
**PLAYLAND UNITED SHOWS**  
LAKE ORION, MICH.

## JONES GREATER SHOWS

**ON ACCOUNT OF DISAPPOINTMENT**

Want sensational Aerial Free Act to join on wire.

Can also place for 14 weeks of fairs, Penny Arcade, Motor Drome, Fun House, Shows and Concessions that work for stock. All address

JONES GREATER SHOWS, Glenville, W. Va., this week.

## BRIGHT LIGHTS EXPO SHOWS

**WANT**

Count Store and Clothes Pin Agents. Also General Help.

**DANIEL DONNINI**

Seward, Pa., then Reedsville, Pa. (Fair).



"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

**HAVE OPENING FOR INDEPENDENT RIDES**

Roll-o-Plane, Octopus, Spitfire, or what have you? This Show has 14 legitimate Fairs and Celebrations. The strongest route in the Cotton Country. Can also place legitimate Stock Concessions, Penny Pitches, or any direct sale Concessions.

Address: Gillespie, Ill., this week; then as per route.

## MIGHTY MONARCH SHOWS WANT

For Georgia and Florida Fairs and Miami all winter

Shows, Rides and Concessions. Unit now showing Folkston, Ga. Want small Cook House or Grab Place, Flat Rides and Kiddie Rides. Buy, book or lease Ferris Wheel. Art Pettit, received your letter; write me. Have school and church dates. Miami this winter. Want Plane Foreman. All address:

**N. P. ROLAND**  
WARE HOTEL, WAYCROSS, GA.

## C. F. ZEIGER UNITED SHOWS

**WANT**

One more Free Act. Can place sober Ride Help—Second Men for Merry-Go-Round, Eli Wheel, Roll-o-Plane; other Ride Help write, may be able to place you. Bingo Help. Canvas Man, Night Watchman. Useful Carnival People. Ticket Sellers for Rides and Shows, Railroad Show. No trucks to drive. Duggan wants Side Show Acts. Red Bishop wants Posing and Dancing Girls. A few Concessions open. When, what have you?

**C. F. ZEIGER**  
Fort Collins, Colo., this week; Akron, Colo., Aug. 11 to 15.



**WANT FOR**

**ADAIR COUNTY FAIR, COLUMBIA, KY., WEEK AUG. 11 TO 16**

followed by

1. (The Larue County Fair) Hodgenville, Ky., week Aug. 18th to 23rd.
2. (Allen County Fair) Scottsville, Ky., week Aug. 25th to 30th.
3. (Logan County Fair) Russellville, Ky., week Sept. 1st to 6th.
4. (Clay County Fair) Manchester, Ky., week Sept. 15th to 20th.
5. (American Legion Fair) Calhoun, Ga., week Sept. 29th to Oct. 4th.
6. (Hart County Fair) Hartwell, Ga., week Oct. 6th to 11th.
7. (Walton County Fair) Monroe, Ga., week Oct. 13th to 18th.
8. (American Legion Fair) Buena Vista, Ga., week Oct. 20th to 25th.
9. (World's Fair Peanut Festival) Dawson, Ga., week Oct. 27th to Nov. 1st.
10. (American Legion Fair Villa Rica, Ga., week Nov. 3rd to 8th.
11. (Ft. Gaines Peanut Festival) Ft. Gaines, Ga., week Nov. 10th to 15th.
12. (Lions' Club Fair) Blakely, Ga., week Nov. 17th to 22nd.
13. (Randolph County Fair) Cuthbert, Ga., week Nov. 24th to 29th.

WANT legitimate Stock Concessions of all kinds. Good opening for Floss, Candy Apples. SHOWS: Ten-in-One, Wild Life, Monkey and Fat Show. Want man to take charge of newly framed Fun House. Paul Maples, contact. Good proposition. Will book or buy Tilt or Roll-o-Plane. No junk. Due to accident, need Lady and Man Riders for Mickey Apples' Motordrome. Want Ride Help. Must drive Semis. All replies to

**J. L. KEEF, Paris, Ky.**



Want for Mifflin County Fair, Reedsville, Pa. 6 Days—6 Nights. Week August 11th and balance of season.

Want Concessions of all kinds, no Flats. Have complete outfit for Minstrel Show. Good opening for Photos, Penny Arcade, Motor Drome. This show is booked till late in November. Place Spitfire Foreman. Also good opening for High Striker, Jewclry. Write or wire

**JOHN GECOMA or L. C. HECK**

Seward, Pa., this week; Reedsville, Pa., week August 11th; Tyrone, Pa., week August 18th; Charles Town, Jefferson County, W. Va., week August 25th.

## Endy Bros. Shows

**CAN PLACE FOR BUTLER, PA., FAIR, WEEK OF AUGUST 11**

Eating and Drinking Stands. Want Monkey Show, Glass House and Spitfire Ride. Can always use useful Carnival Help. All address:

**DAVE ENDY, Mgr.**

Bedford, Pa. (Fair), this week; then Butler, Pa.

## MAMMOTH V.-J. DAY CELEBRATION

In Belhaven, N. C., week Aug. 11th through 18th

10,000 people expected. 14th free fish fry, 5000 lbs. to all. Speed boat races, more than 50 entries. Mammoth street parade, gigantic air show, many other attractions. Parris & McIntyre Shows have exclusive midway. Can place legitimate Concessions only. No P.C. or racket. If you want the big one, this is it. Will place two P.C. Dealers.

**CLYDE PARRIS or J. M. McINTYRE, Owners**

CANDOR, N. C., THIS WEEK; THEN BELHAVEN.

P.S.: Have for sale No. 10 Eli Perris Wheel, good condition, \$3500.00. Reason for selling, have delivery on new Wheel.

## BADGER STATE SHOWS

Want for 7 Minnesota Fairs, Starting Aug. 7 at Waseca

Seals, Striker, or any Stock Concessions not conflicting with what we have. One or two more Shows (Johnny Howard, get in touch with us.) Will book or buy Kiddie Train or Kiddie Auto Ride. LEAVING LENA FOR SALE—Can be booked on Show.

**FAIR SECRETARIES AND CELEBRATION COMMITTEES IN MISSOURI, ARKANSAS AND MISSISSIPPI**

Have open dates after Sept. 10. Get in touch with us as per route. This Show carries 9 Rides, 6 Shows and 35 Concessions.

All Address: Waseca, Minn., until Aug. 10; then per route.

P. S.: Curly Smith wants Cookhouse Help.



**WANT FOR 6 WEEKS OF FAIRS AND CELEBRATIONS**

CONCESSIONS: Hoop-La, Striker, Ball Games, Huckley Buck, Bo-Fel Ball, Balloon Darts, Long Range Gallery, Bumper, or any Concessions that work in Wisconsin. SHOWS: Can place Mechanical Show, Fun House, Glass House, Five-in-One, or any small Grind Shows. All replies to:

**MICKEY STARK, Mgr., Elroy, Wis., (Fair), Aug. 4-10; Medford, Wis., (Fair), Aug. 11-17.**

## WANT SHOWS AND RIDE HELP

Three weeks straight—August 10 to 30—Colby, Kansas; St. Francis, Kansas; Goodland, Kansas.

Will book Roll-o-Plane, Mix-Up or Ponies. SHOWS—Fun House, Dog or Pony, Iron Lung, Drome, Snake. HELP—Wheel Foreman, top wages if you are worth it. Experienced Second Men on all Rides.

**M. A. SRADER SHOWS**

PHILLIPSBURG, KANS., AUG. 4-9

# Big News

## DART BALLOONS

No. 5 Round... \$1 GR.

Kitten-Bird-Fish (Small Size) Gr. \$3.00

Kitten-Bird-Dachshund (Large Size) Gr. 4.50

Serpentine Balloons. Gr. ... 3.50

**312 AIRSHIP... \$1 GR.**

Each Balloon Factory Tested. All First Quality. Write for complete price list.

TERMS: 25% deposit, balance C.O.D., F.O.B. Pittsburgh, Pa.

## THE JOHN ROBBINS CO.

340 Third Ave. Pittsburgh 22, Pa.

# POPCORN

"Rush Hour" Mammoth Yellow Popcorn, \$10.00 per 100 pounds. White Hullless Popcorn, \$12.25 per 100 pounds. 500 Pound Lots or more, 25¢ 100 pounds less. Samples cheerfully furnished.

# PEANUTS

Roasted Jumbos in the Shell, \$23.00 100 pounds. Raw Jumbos in the Shell, \$22.00 100 pounds.

Price list of all supplies upon request.

## STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

## Prunty Seed & Grain Co.

— Popcorn Processors —  
620 North 2nd St. St. Louis 2, Mo.  
"IN OUR 73RD YEAR."

## CARL WALLEDA WALLEDA CIRCUS

Contact us immediately. Very important.

## CIRCUS EQUIP. CORP.

240 E. 45th St.

## ROGER BROS.' CIRCUS

Due to a disappointment, wants Candy Floss, Snow Cones and Pop Corn. Also reliable Man to handle Novelties. Would like to hear from outstanding Concert Attraction. Contact Si Rubens. Want to buy or lease Elephant with or without transportation. Parma, Idaho, Aug. 4; Meridian, 5; Mountain Home, 6; Glenns Ferry, 7; Wendell, 8; Buhl, 9; Jerome, 11.

# BEACON BLANKETS

ONE CASE OR A CARLOAD PLACE YOUR ORDER NOW

No.	Description	Size	Case Lots of 30 Each	Less Than Case Lots Each
No. 140	Toba Indian Hemmed Edge	60x80	\$2.50	\$2.60
No. 144	Midway Plaid Hemmed Edge	60x80	2.50	2.60
No. 145	Magnet Plaid Bound Edge	66x80	3.15	3.25
No. 146	Mingo Indian Bound Edge	66x80	3.15	3.25
No. 141	Curlew Plaid Bound Edge	72x84	3.75	3.85
No. 142	Wigwam Indian Bound Edge	72x84	3.75	3.85
No. 154	Curlew Plaid Hemmed Edge	72x84	3.25	3.35
No. 155	Wigwam Indian Hemmed Edge	72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

## WISCONSIN DELUXE COMPANY

1902 NO. THIRD ST. MILWAUKEE 12, WIS.

				
SOCIALS 1/2 Lb. Box Assorted Chews Per Doz. \$2	CHEWS Assorted Wrapped 100 PACKAGES \$6	MOONLIGHT Chocolate Crushed Cherries 100 PACKAGES \$8	SUGAR DANDIES Assorted Gums and Chews 100 PACKAGES \$6	SMILES Assorted Chews 200 PACKAGES \$7

ALL TYPES OF BOXED CANDY - POPULAR PRICES - CHOCOLATES, GUMS, CHEWS - WILL STAND ALL KINDS OF WEATHER - FREE CATALOG ON REQUEST - 20% DEPOSIT ON ORDERS

## DELIGHT SWEETS, Inc.

50 East 11th Street, New York City

# Carnival Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Oskaloosa, Ia.; Davenport 12-17, All-American Am. Co.: Melvern, Kan., American Beauty: (Fair) Keosauqua, Ia., 5-8; (Fair) Northwood 11-13.

American United: Caldwell, Idaho. A. M. P.: Man, W. Va.; Vivian 11-16.

Anderson Greater: Whitley, Ky. & P. Am. Co.: Austin, Ark.

Badger State: Waseca, Minn., 7-9.

Baker United: Delphi, Ind.

Harknot Bros.: Cadillac, Mich.

Bay State Am. Co.: Cambridge, Mass.; (Parker & Ward Sts.) Boston 11-16.

B. & C. Expo.: Hamburg, N. Y.; (Fair) Waterloo 11-16.

Bean's Attrs.: Rimersburg, Pa.; Emlenton 11-16.

Bee's Old Reliable: (Fair) Russell Springs, Ky.; (Fair) Springfield 11-16.

Bell & Vinson: (Fair) Belvidere, Ill.; (Fair) Cambridge 12-15.

Bernard & Barry: Hanover, Ont., Can. B. & H.: Sumter, S. C.

Big State Am. Co.: Robstown, Tex.

Blue Grass State: (Fair) Huntington, Ind.; (Fair) Salem 11-16.

Blue Ribbon: Anderson, Ind.

Bodart: Antigo, Wisc., 8-10; Mauston 11-14.

Boone Valley: Mallard, Ia., 5; Pomeroy 6-7; Schleswig 8-9; Harlan 11-14.

Brady & Leedy: Elkins, W. Va.; (Fair) Marlinton 11-16.

Brewer's United: Greenville, Texas.

Bright Lights Expo.: Seward, Pa.; (Fair) Reedsville 11-16.

Brodbeck: Sterling, Kan., 4-7; Great Bend 11-14.

Brownie Am. Co.: Netawaka, Kan.

Bullock Am. Co.: Boone, N. C.

Euck, O. C.: (Fair) Gouverneur, N. Y.

B. & V.: (Fair) Caledonia, N. Y.; Geneva 11-16.

Cable Am.: Forrest City, Ark.; DeWitt 11-16.

California: Fresno, Calif., 4-10.

Capital City: Paris, Ky.; (Fair) Columbia 11-16.

Caravella Am. Co.: Du Bois, Pa.

Carr, Lawrence: Amherst, Mass.

Casey, E. J., No. 1: The Pas, Man., Can., 4-6; Plain 8-12; Sherridon 15-16.

Casey, E. J., No. 2: Smeaton, Sask., Can., 6; St. Walburg 12-13.

Casey, E. J., No. 3: Kapuskasing, Ont., Can., 6-7; Smooth Rock Falls 8-9; Timmins 13-16.

Cavalcade of Amusements: (Fair) Ionia, Mich.; (Fair) LaPorte, Ind., 11-16.

Central States: Hoxie, Kan.; Burwell, Neb., 13-15.

Cetlin & Wilson: Canton, O.

Chanos, Jimmie: Hoytville, O.

Cherokee Am. Co.: (Fair) Frankfort, Kan., 5-8.

Coleman Bros.: Kingston, N. Y.; Middletown 11-16.

Collins, William T.: (Fair) White Bear Lake, Minn., 7-10; (Fair) Rush City 11-13.

Colorado Shows: Decatur, Ark.; Tontitown 10-16.

Continental: Saugerties, N. Y.

County Fair: Wilbur, Neb.

Crafts Expo.: North Sacramento, Calif.

Crafts 20 Big: Redwood City, Calif., 5-10.

Crandell's Midway: Morgantown, Ky.; Drakesboro 11-16.

Crescent: Nelson, B. C., Can.; Spokane, Wash., 11-16.

Crescent Am. Co.: Morrilstown, Tenn.

Crystal Expo.: Independence, Va.

Cumberland Valley: Murfreesboro, Tenn.; (Fair) Tracy City 11-16.

Cudney Border State: Locust Grove, Okla.

Curl, W. S.: (Fair) Croton, O.

DeLux: Ware, Mass.; Bloomfield, Conn., 11-16.

Dennis Bros.: Norcatur, Kan.

Denton, Johnny J.: (Fair) Shelbyville, Ky.; (Fair) Brodhead 11-16.

Dickson United: Heavener, Okla.

Dobson's United: Lindstrom, Minn., 4-6; St. Croix Falls, Wis., 8-10; Anoka, Minn., 11-13.

Douglas Greater: Kelso, Wash.

Down River Am. Co.: Marine City, Mich.

D & P.: Pittston, Pa.

Dudley, D. S.: Seminole, Tex.; Amarillo 11-16.

Dumont: Eddystone, Pa.; Little Ferry, N. J., 11-16.

Dyer's Greater: Manchester, Ia., 5-8; Eldora 11-15.

Eddie's Expo.: Mt. Jewett, Pa.

Ellman United: Stoughton, Wis., 8-10; Janesville 11-14.

Endy Bros.: (Fair) Bedford, Pa.; Butler 11-16.

Evans United: Hamburg, Ia.; Creston 11-16.

Exposition at Home: Danville, Va.

Fairway Am.: Longview, Tex.

Fay's Silver Derby: Mt. Carroll, Ill.

Fleming, Mad Coy.: Lexington, Ga.

Florida Am. Co.: Douglas, Ga.

Francis, John: Green Lake, Wis.

Franklin, Don: San Angelo, Tex.; (Fair) Junction 11-16.

Frear's United: Oxford, Neb.

Garden State: Oxford, N. J.; Newton 11-16.

Gate City: Asheboro, N. C.; N. Wilkesboro 11-16.

Gem Carnival: White Hall, Ill.

Gem City: (Fair) LaCrosse, Wis., 6-10.

Gentsch, J. A.: Okolona, Miss.

Georgia Am. Co.: Athens, Ga.

Gielow Rides: Milton Junction, Wis., 5-10.

Gold Bond: (Fair) Elroy, Wis.; (Fair) Medford 11-16.

Gold Medal: (Fair) Lincoln, Ill., 4-8; (Fair) Cedar Rapids, Ia., 10-15.

Golden Rule: Lewistown, Pa.; Everett 11-16.

Golden West: Grass Valley, Calif., 5-10; (Fair) Quincy 15-17.

Gooding Am. Co., No. 1: (Fair) Urbana, O.

Gooding Am. Co., No. 2: (Fair) Wilmington, O.

Gooding Am. Co., No. 3: (Fair) Warren, O.

Gooding Am. Co., No. 4: South Bend, Ind.

Gooding Am. Co., No. 5: (Fair) Centerville, Ind.

Gooding Greater: (Fair) Portland, Ind.

Gooding Park Attrs.: Bedford, O.

Gooding's American Expo.: Columbia City, Ind.

Grady, Kellie: Bay Minette, Ala.

Granite State: Franklin, N. H.

Great Sutton: Gillespie, Ill.

Greater Rainbow: Hebron, Neb., 4-6; (Fair) Bruning 7-9; Fairfield 11-13.

Groves Greater: Lake Charles, La.

Gulf Coast: (Fair) Fulton, Mo.

Hanes, Bill: Bonham, Tex.; Alvarado 11-16.

Hannum, Morris: Flourtown, Pa., 6-16.

Happy Attrs.: (Fair) Richwood, O., 4-8; Johnston 13-16.

Happyland: Wayne, Mich.

Harrison Greater: Salisbury, Md.

Hartscock Bros.: (Fair) Centerville, Ia.; (Fair) Humeston 12-15.

Heart of Texas: Lawton, Okla.; Anadarko 11-16.

Heller's Acme: Washington, N. J.; Dover 11-16.

Hennies Bros.: (State Fair) Springfield, Ill., 4-16.

Henson, T. L.: Toccoa, Ga.

Heth, L. J.: Somerset, Ky.

Hill's Greater: Alliance, Neb.

Home State: Tower, Minn.; Littlefork 14-16.

Hottle, Buff: (Fair) Vienna, Ill.

Howard Bros.: (Fair) Piketon, O.; (Fair) Hilliards 12-15.

Imperial: (Fair) Knoxville, Ill.

Imperial: Okmak, Wash.

International: Zumbrota, Minn., 7-10; LeCenter 15-17.

Jackson Am. Co.: Bennettsville, S. C.; (Fair) Bluff, N. C., 11-16.

Jaillet & Grant: Kersey, Pa.

Jayhawk Am. Co.: Higginsville, Mo.

Johnny's United: Marshall, Ill.; Rising Sun, Ind., 11-16.

Johnston, Lloyd G.: (Fair) Leon, Ia., 4-7.

Jolly: Oxon Hill, Md.

Jones Greater: Glenville, W. Va.

Jones, Johnny J., Expo.: (Fair) Altamont, Ill.; Jefferson City, Mo., 11-16.

Joyland Midway Attrs.: Erie, Mich., 5-8; Wauseon, O., 12-16.

Kaus, W. C.: Woodstock, Va.; South Boston 11-16.

Ken-Pen Am. Co.: Wilkinsburg, Pa.; Brackenridge 11-16.

Keyman: Bridgewater, S. D., 5-6; Burke 8-9.

Kirkwood, Joseph J.: Newport News, Va.; Richmond 11-16.

La Cross Am.: Randolph, Vt.; Ludlow 11-16.

Lamb, L. B.: Allison, Ia.

Lawrence Greater: Port Jervis, N. Y.

Leelight, J. R.: Loup City, Neb.

Lloyd's Rides: Swayzee, Ind.; Flora 11-16.

Long's United: Klamath Falls, Ore., 5-10.

Lottridge, Harry: Sophia, W. Va.; War 11-16.

Madison Bros.: Litchfield, Ill.

Magic Empire: Princeton, Ind.; La Center, Ky., 11-16.

Magic Valley Am. Co.: Walsh, Colo.

Magnolia Expo.: Calhoun, Ky.

Maine Am.: Island Falls, Me.

Majestic Greater: Milford, Mich.

Manning, Ross: Hallowell, Me.

Marks, John H.: Lynchburg, Va.; (Fair) Roanoke 11-16.

Martin, J. F.: New Bedford, Mass.

McBride: Schoolfield, Va.

McCall, Jim: Hazlehurst, Ga.

McKee, John: Huntington, Ind.

Meeker: Butte, Mont.; Kalispell 12-17.

Merit: Harwich Port, Mass.

Merriam & Robinson: (Fair) Grundy Center, Ia.; Woodward 12-14; Hampton 16-19.

Merry Midway Attrs.: Lapel, Ind.; Cissna Park, Ill., 12-16.

Midway of Mirth: (Fair) Arthur, Ill.

Midwest: (Fair) Basin, Wyo., 7-10.

Midwestern Expo.: Anita, Ia., 5; Liscomb 8-9; Coon Rapids 12-16.

Mighty Hoosier State: North Judson, Ind.; (Fair) Bicknell 12-16.

Mighty Monarch: Polkton, Ga.

Mighty Page: (Fair) Alexandria, Tenn.; Clinton 11-16.

Mighty Van Dyke: Chester, Pa.; Cambridge, Md., 11-16.

Mimic World: Magnolia, Ark.

Model Shows, Inc.: (Fair) Vinton, Ia.; (Fair) Independence 11-16.

Model Shows of Canada: St. John, N. B., Can.

Modernistic: Oxford, Md.

Moore's Modern: (Fair) Greencastle, Ind.

Mound City: Shelbyna, Mo.

Mountain State: Elkins, W. Va.

New England Am. Co.: Great Barrington, Mass.; Lee 11-16.

Nolan, Larry: Lakin, Kan., 4-6; Johnson 7-9; Hugoton 11-13.

(See Carnival Routes on page 62)

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Winchester, Ky., 5; Bardstown 6; Glasgow 7; Bowling Green 8.

Beatty, Clyde: Wichita Falls, Tex., 5; Port Worth 6-7; Dallas 8-10; Dennison 11.

Beverly Bros.: Midland, Mich., 12-15.

Cole Bros.: Denver, Colo., 4-8; Colorado Springs 7; Pueblo 8; La Junta 9; Garden City, Kan., 10.

Cole, James M.: Jackson, Tenn., 5; Corinth, Miss., 6; Florence, Ala., 7; Athens 8; Guntersville 9.

Dailey Bros.: Hudson, N. Y., 5; Newburgh 6; Port Jervis 7; Perth Amboy, N. J., 8; Freehold 9.

Flamante: Santa Barbara, Calif., 5; (Million Dollar Theater) Los Angeles 6-12.

Gainesville Community: Phillips, Tex., 15-16.

Gould, Jay: Wells, Minn., 5; Ellsworth, Ia., 6-7; Macksburg 8-9; Wilton Junction 11-12; Joy, Ill., 13-14; Oglesby 15-17.

Hurlacker, J. C.: Lawrence, Mass., 4-9.

Hunt Bros.: Keyport, N. J., 7.

Kelly, Al G., & Miller Bros.: Mellen, Wis., 5; Ironwood, Mich., 6; Ashland, Wis., 7; Hayward 8; Spooner 9.

King Bros.: Front Royal, Va., 5; Luray 6; Harrisonburg 7; Waynesboro 8; Lexington 9; Radford 11.

Mills Bros.: West Point, Neb., 5; Norfolk 6; Wayne 7; Sioux City, Ia., 8-9; Columbus, Neb., 11; Grand Island 12; York 13; Lincoln 14-15; Hastings 16.

Polack Bros. (Eastern): Waterloo, Ia., 6-9; Yankton, S. D., 14-16.

Polack Bros. (Western): Napa, Calif., 8-9; Yakima, Wash., 13-16.

Ringling Bros. and Barnum & Bailey: Chicago, Ill., 4-10; Milwaukee, Wis., 11-12; Madison 13; Freeport, Ill., 14; Rockford 15; Joliet 16.

Roger Bros.: Meridian, Idaho, 5; Mountain Home 6; Glenn's Ferry 7; Wendell 8; Buhl 9; Twin Falls 10.

S.arks: Sudbury, Ont., Can., 8.

Stevens Bros.: Gibson City, Ill., 7.

# Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Annon's Tent Show: Circleville, W. Va., 4-9.

Arnte, Billy, Show: Columbia, S. C., 4-9.

Borgen Players: Thief River Falls, Minn., 4-7; Bemidji 8-9; Detroit Lakes 10-13.

Miller's, Irvin C.: Brown-Skin Models (Carver) Durham, N. C., 5-6; (Oasis Club) Winston-Salem 8; (Carver) Kinston 10-11; (Booker T.) Reidsville 13.

Plunkett's Stage Show: Bird City, Kan., 7-9; Benkelman, Neb., 11-13.

Renfro Valley Folks: Mansfield, Pa., 6; Troy 7; Towanda 8; Montrose 9; Endwell, N. Y., 10; Tunkhannock, Pa., 11; Berwick 12; Bloomsburg 13; Danville 14; Sunbury 15-16.

Sadler, Harley, Show: Poydada, Tex., 7-9.

Slout Players Tent Show: Goodland, Ind., 4-9; Hoopston, Ill., 11-16.

Woods Show: Cat Spring, Tex., 4-6.

World-Wide Animal Exhibit: Columbus, Neb., 6-7; Fremont 8-10; Blair 11-12.

## 4 PHONEMEN

ST. JOSEPH V. F. W. POST 1668

Phones start Aug. 7th. Big Circus Deal. Banners, Tickets, Many towns to follow.

Address:  
**BOB BECK**  
V. F. W. Post 1668, St. Joseph, Mo.

## WANTED FOR BAILEY BROS.' CIRCUS

Two Main Street Lithographers. Must be able to cut it.

## STEVENSON, Circ Mgr.

Mayfield, Ky., 6; Paducah, Ky., 7; Cape Girardeau, Mo., 8.

## WANTED For WILD LIFE EXHIBIT

Good Working Man. Must be able to drive truck. Year around job to right man—wild life experience. No drinking. Address: **WILD LIFE EXHIBIT, c/o M. A. SRADER SHOWS**, Phillipsburg, Aug. 4th to 9th; Colby, Aug. 11th to 16th; St. Francis, Aug. 18th to 23rd; all Kansas.

## TIP TOP SHOWS

### WANT

Rides, Shows, Concessions and Agents for 3 Free Fairs: Reeves, Aug. 12; Scandinavia, Aug. 15-16-17; Bloomer, Aug. 21-24.

Contact  
**M. LARKEE, Mgr.**  
Greenwood, Wis., Aug. 4-9.

### WANT

FERRIS WHEEL FOREMAN, \$60.00 a week. Must be good. Write  
**BOB HETH**  
HETH EXPOSITION SHOWS  
Augusta Fair Grounds, Augusta, Illinois

# WALLALE & MURRAY Shows

Want for balance of season—COOKHOUSE. Have Cookhouse for sale. Will book. Also want Rolloplane, Spitfire, Octopus or Fly-o-Plane. STOCK CONCESSIONS, all kinds. Custard, Diggers, Long-Range Gallery. SHOWS—Minstrel with own transportation. Sound Truck. Pollock wants Bucket Agents. Blinky Bernstein wants capable Clothes Pin and Razzle Agents for closed midway. Rayle wants Counterman and Caller for Bingo. Will book Kiddie Train.

**JACK L. MURRAY, Gen. Mgr.**

Point Pleasant, W. Va., week Aug. 4; Oak Hill, W. Va., week Aug. 11th.

# EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

**WANT**

Ferris Wheel Foreman, Loop-o-Plane Foreman. Top salaries for reliable men; semi drivers preferred. Girl Show at once; come on, ready to operate. Larry Dushene, contact at once. Want to book Octopus, Whip, Ridee-O, Kiddie Whip, Ponies. Want Photos, Custard, Candy Floss, French Fries, Fish or Duck Pond. Any ten-cent Grind Stores, come on. Larry Snedeker, agent. Best spots in the South booked.

**ROX GATTO, Mgr.**

Danville, Va.

# Bodart SHOWS

THE SHOW BEAUTIFUL

**FOR SALE—1946 SPITFIRE**

Extra good condition, including special built factory Trailer to transport same. Price, \$3,000.00. Bodart Shows, Antigo, Wis., August 8-9-10; Mauston, Wis., 11-12-13-14; Nielsville, Wis., 15-16-17-18.

## TENN. EXPO SHOWS WANT

**For Winchester, Tenn., Homecoming all this week**

Route to reliable parties. All Concessions open. Stock Game, \$21.00 each. Want Funhouse, Penny Arcade, Motor Drome or any Show of merit not conflicting. Manager with Girls for Revue. Manager for complete Wild Life, twenty cages, 80 feet banner line. Rides—Will book, buy or lease Tilt, 7-Car Roll-o-Plane.

**FRED BOSWELL, Contact Mgr., Tenn. Expo. Shows, this week, Winchester, Tenn.**

## CRANDELL'S MIDWAY DELUXE

This week, Morgantown, Kentucky; next, Drakesboro, Kentucky; then Mortons Gap coal mines' big pay rolls.

**WANTED**—Stock Concessions and Hanky Panks of all kinds. Will book Shows not conflicting with Girl and Snake Shows. Rides not conflicting with Chairplane and Kiddie Auto. Will book, buy or lease Ferris Wheel and Merry-Go-Round. Arthur Carroll wants Jim Roberson. All replies to

**L. C. CRANDELL, Manager**

## OLSON'S GREATER SHOWS

**CONCESSIONS WANTED:** Photo, Ball Games, Grab, Bumper, Candy Floss, Penny Pitch and other Stock Concessions. Can use one good Side Show. Need PC Agents, also good Ride Help. Top salaries. Playing all good celebrations. Casey wants talent for Athletic Show and Swinger Agents. Tom Olson, wire me.

Address Beulah, North Dakota, August 7-9.

## BEAM'S ATTRACTIONS

**EMLENTON, PA., HOME COMING, NEXT WEEK**

Want 10-in-1 or Monkey Show or any Show not conflicting for the Mercer, Indiana County and Meyersdale, all Pennsylvania Fairs. Ride Help for Caterpillar and Merry-Go-Round. AGENTS for flashy office-owned Concessions. Capable people for all departments of the Show can always be placed. Write or wire

**M. A. BEAM**

RIMERSBURG, PA., THIS WEEK

# ALAMO EXPOSITION SHOWS

Want capable Manager for Hawaiian Show that can furnish Dancers and Costumes. (Have nice 50-ft. Front and Top. No drunks, have had them.) Shorty Tannen wants Man to operate Snake Show. Can also use Acts in Side Show. Joe Murphy wants Girls for Posing Show. Will book for 12 more Fairs that we hold contracts for in Iowa, Kansas, Oklahoma and Texas: Pretzel Ride, Fly-o-Plane Ride and Pony Ride. Legitimate Merchandise Concessions of all kinds. P. S.: Will book or buy No. 5 Eli Ferris Wheel. All Address: **JACK RUBACK, Mgr., Oskaloosa, Iowa, (Fair), Aug. 4-9; Davenport, Iowa, (Fair), Aug. 12-17.**

## Fairs—Day and Night—Fairs—Day and Night—Fairs

Still some choice space left for these two outstanding New York State Fairs

**GENESSEE CO. FAIR      CHENANGO CO. FAIR**  
**BATAVIA, N. Y.      NORWICH, N. Y.**  
**AUGUST 11-16      AUGUST 18-23**

Concessions—Can place any legitimate concessions. Shows—Can place Monkey Show or Animal Show. Can place Talkers and Grinders for Shows. Speedy Bauers can place Lady or Man Rider for balance of season.

Address all mail and wires to

**LLOYD D. SERFASS, General Mgr.**

**PENN PREMIER SHOWS**

Binghamton, N. Y.

# Morris Hannum Shows

A tradition at Veterans' Conventions

**GREAT FLOURTOWN, PA., FAIR**

TEN BIG DAYS, STARTING WEDNESDAY, AUGUST 6.

**KUTZTOWN, PA., FAIR, AUGUST 18-23**

Want Concessions, one more No. 5 Wheel and a Flat Ride.

Wires and calls to Flourtown, Pa., Fire Co.

# GATE CITY SHOWS

**WANT**

Diggers, Bingo that jack pots, Fish Pond, Ducks, Darts, Basketball, etc. All Hanky Panks \$17.50. Want Pan Game, Rat Game, Under and Over, Working Acts for Side Show. Will pay cash for Pan Game in A-1 condition. Prefer 12x12. Want two Beehives, Evans. One Feature for Annex. Capable Ride Help, come on. Want Agents for Coin Stores, Skillo, Outside Help. All must be sober and capable. Want to book or lease Rides for 15 weeks in tobacco and cotton country: Flat Rides, Kid Rides. Will book another Wheel, Merry-Go-Round and Chairplane. We have six weeks conflicting, need other Rides. **Wire J. E. BAXTER, Manager, Asheboro, N. C., this week; then North Wilkesboro, auspices T. B. Fund, sponsored by county commissioners. Location three blocks from Main Street.**

# LAWRENCE CARR SHOWS

New England's Finest

**WANT**

For the Great State Line Fair, Bennington, Vermont, August 20th to 24th. Connecticut State Firemen's Convention, featuring street parade, fireworks, band concert, drill and competition, etc., August 25th to 30th. Lewiston, Maine, State Fair, September 1st to 6th. Hemlock Fair, New York, September 10th to 13th. Eating and Drinking Stands, Novelties and Concessions of all kinds. Wants Eano, Girl Show Operator with Girls, Geek for Snake Show and Working Acts for 150 Food Sideshows. Youthful people of all kinds.

**LAWRENCE CARR**

AMHERST, MASS., AUGUST 4TH THROUGH 9TH

## HOME STATE SHOWS WANT

Shows with own transportation for following fairs and celebrations: Little Fork, August 14-16; Northome, 17; Park Rapids, 18-20; Detroit Lakes, 21-24; Caledonia, 27-30. All Minnesota; then Iowa. Manchester, 1-2; Hey Deys, Sumner, Ia., 5-6. Then Southern fairs. Ride Help that can drive. Tower, Minn., August 6-10. Then as per route.

**HOME STATE SHOWS**

# Dumont Shows

**WANT**

Ball Games, Penny Pitches, Frozen Custard, Hoop-La, Pitch-Till-You-Win and Clothes Pins. Side Show Manager with Acts for same. Address:

**LOU RILEY, Mgr., Eddystone, Pa., this week; Little Ferry, N. J., next week.**

## LYNCHBURG FAIR

**AUG. 18TH TO AUG. 23D**

Wants Thrill Show for Sunday, Aug. 17th. Grand stand seats three thousand. Also use one sensational High Act. Address:

**W. C. PERKINS, MANAGER, VIRGINIAN HOTEL, LYNCHBURG, VIRGINIA.**

**AGENTS WANTED!**

Can use two Grind Store Agents, also one Pin Store Man. Drunks and agitators get roasted fast, so save your gas and tires. We have ten good fairs, starting Sept. 1st, and we stay out all winter in the Deep South. No ten per cent to pay on stores. Can also use Stock Concessions and Grind Shows that do not conflict with what we have now. Will book well-framed Pan Game or Hat Joint for balance of season. Write or wire

**MARTY MICHILS**

So. Valley Shows, West Monroe, La.  
P.S.: Lonie Schwartz, contact Jack Thurm, Billie Baldwin, wired money; did you get it?

**WANTED**

Ferris Wheel Operator, must take it down and put it up. Job all year round. Making small jokers in State of Florida. Return in February and stationed on the beach until Labor Day, 1948. Must be sober and not afraid of his work. \$50 per week. Wire

**JIM FORESH**

31 N. Atlantic Ave. Daytona Beach, Fla.

**WANT**

MERRY-GO-ROUND FOREMAN, \$70.00 a week. Don't misrepresent. Wire

**BOB HETH**

HETH EXPOSITION SHOWS  
Augusta Fair Grounds, Augusta, Illinois

**Beams Attractions Signed  
By Indiana, Pa., Annual**

INDIANA, Pa., Aug. 2.—Indiana County Fair here has awarded the midway contract for the August 26-30 event to Beam's Attractions after another org decided to give up the spot owing to an edict of District Attorney Edwin Clark banning bingo and all gambling devices.

**F. Ward, Greater Rainbow  
Owner, Has Heart Attack**

SUPERIOR, Neb., Aug. 2.—Frank Ward, owner of Greater Rainbow Shows, suffered a heart attack here July 22 after the show arrived from Minneapolis. He was taken to a hospital where his condition was reported as improving.

**Kahului, Hawaii, OK  
For E. K. Fernandez**

KAHULUI, Maui, T. H., Aug. 2.—The E. K. Fernandez Shows have opened a series of plantation playdates here with the combination celebration and show drawing approximately 52,000 on an island that has a total population of 54,000. Show had a five-day run, with the featured attraction, *Hollywood Flash Revue*, doing six shows July 4 and five shows July 5 to capacity houses. Fernandez's Shows, in charge of Fred Crosby, ended the five-day run and moved on to the Island of Hawaii.

Revue featured a musical trio, Frances Mattson, violin; Dusty Dryer, drums, and Mata Crawford, piano; Winifred Hensley, vent; Don Darry, vocals and emcee; Ann Garri Girls (4); Billy and Nancy Long, acrobatic dancing; Earl and Fortune, dancers; Estelle Adams, soloist, and Tenki and Okino, magic. Harry Benner had the side show.

Midway featured two Ferris Wheels and a new Merry-Go-Round, the latter just arriving from the mainland. Soft drinks and ice cream stands were handled by the various organizations in Puuene, Kahului and Wailuku.

**Business on Upturn  
For Jim McCall's Org**

COCHRAN, Ga., Aug. 2.—Jim McCall Shows, after weeks of poor business, are enjoying better fortune, playing a satisfactory week here. Since leaving winter quarters here last February the show has been dogged by bad weather and bad breaks. Owner McCall will play many of the State's tobacco marts and starts on fairs in September.

The upturn really started three weeks ago at Talbotton where the regular lot was unavailable. Taking a gamble, McCall tried a new lot two miles out from town and the week proved to be a big winner, he related.

J. L. Johns, ride lessor, made a plane trip to Miami last week to look over some rides. He plans to add two more before fairs start. A new Spitfire is skedded to be added at Hazlehurst, next spot.

C. N. (Doc) Myers, concession op, was stricken seriously ill here. He was showing considerable improvement at the end of the week. Mrs. Gussie Myers managed their three concessions. While playing here outfit was only a short distance from Macon and numerous visits were exchanged with personnel of Frank's Playland. Paul M. Conaway, Macon attorney, also visited.

**NSA Cemetery Fund-Raising  
Campaign Approaches Goal**

NEW YORK, Aug. 2.—The fund-collecting committee, sparked by Secretary Sibley, campaigning for the National Showmen's Association's monument being erected on the showmen's plot in Ferncliff Cemetery, is nearing its goal.

Recent contributors were the Ladies' Auxiliary of the NSA, \$500; Mrs. George Hamid, Mrs. W. C. Kaus, Ross Manning, Louis Light, Lon Ramsdell, John Gecoma, Frank Caravella, Morris Hannum and Marion Berry, each with \$100 donations.

**Lynch Entertains Kids**

FREDERICTON, N. B., Aug. 2.—When a start was made in entertaining children from the children's home here on the Bill Lynch Shows, there were 52, but soon 138 were counted. The wheat had to be separated from the chaff at the popcorn stand because of the scarcity of bags, but at the hot dog stand 138 barkers and buns were handed out. The 138 were also given free rides and shows.

**CARNIVAL ROUTES**

(Continued from page 60)

- Northern Expo.: Dodson, Mont., 9-10.
- Northwestern Am. Co.: Liberty Center, O., 8-9.
- Ohio Valley: Sylvania, O.; Bryan 13-16.
- Oison's Greater: Beulah, N. D., 7-9.
- Omar's Greater: Altus, Okla.
- Page Bros.: Franklin, Tenn.
- Page, J. I.: Paintsville, Ky.
- Paramount Expo.: Uniontown, Pa.
- Parris & McIntyre: Candor, N. C.; Belhaven 11-16.
- Paul's Am. Co.: Wheaton, Mo.
- Pearl City Rides: Blandinsville, Ill.
- Peerless Celebration Am.: Corriganville, Md.
- Penn Premier: Binghamton, N. Y.; (Fair) Batavia 11-16.
- Peppers All-State: Roncerverte, W. Va.
- Pike Am.: (Fair) Houston, Mo.; Diggins 11-16.
- Pioneer: Mt. Morris, N. Y.; Fairport 11-16.
- Playland United: Lake Orion, Mich.; West Branch 11-16.
- Playtime Am., No. 1: Conimicut, R. I.
- Playtime Am., No. 2: South Yarmouth, Mass.
- Powelson Greater: (Fair) Woodsfield, O., 5-7; Scio 12-16.
- Prell's Broadway: York, Pa.; Philadelphia 11-16.
- Queen City Am. Co.: Egerton, O.; Mechanicsburg 11-16.
- Rafferty, James M.: Jacksonville, N. C.
- Raines Am. Co.: (Fair) Hatfield, Ark.
- Red's United: Rosalie, Neb., 7-9; Elgin 11-13; Crofton 15-16.
- Regent: Geneva, Ind.; Farmland 11-16.
- Reid, King: Ogdensburg, N. Y.; (Fair) Lowellville 11-16.
- Rockwell: Halstead, Kan., 5-6; Chappell, Neb., 10-13; Beaver City 15-17.
- Rogers Bros.: Howard Lake, Minn., 7-10; Waconia 11-13; Barnum 14-16.
- Rogers Greater: (Fair) Fowler, Ind.; (Fair) Worthington 11-16.
- Rogers & Powell: Greenwood, Miss.
- Roof Garden: Everson, Pa.; Greensburg 11-16.
- Royal Amusement: Lumber City, Ga.
- Royal American: (Fair) Port William, Ont., Can.; Superior, Wis., 11-16.
- Royal Crown: Germantown, Ky.
- Royal Expo.: Nashville, Ga.
- Rupe's Midway for Fun: Ellis, Kan.
- Sam's Funland: Princeton, N. C.
- Schafer's Just for Fun: Decatur, Tex.
- Shan Bros.: (Fair) Maryville, Tenn.; (Fair) Abingdon, Va., 11-16.
- Siebrand Bros.: (Fair) Great Falls, Mont.; (Fair) Billings 11-16.
- Silver Slipper: Berea, Ky.; Richmond 11-16.
- Silver States: Clarks, Neb.
- Smith Am. Co.: Nevada, Mo.; Girard, Kan., 11-16.
- Smith, Casey: Elk City, Okla.
- Smith, George Clyde: Scalp Level, Pa.; Madera 11-16.
- Snapp Greater: Cagarburg, Wis., 7-10.
- Southern Am. Co.: Crane, Tex.
- Southern States: Valdosta, Ga.
- Southern Valley: West Monroe, La.
- Srader, M. A.: Phillipsburg, Kan.; Colby 11-16.
- Stafford's United: Jonesboro, Ind.; Elwood 11-16.
- Standard: Scobey, Mont., 3-5; Wolf Point 6-7; Circle 8-9.
- Stebler Greater: Davis, W. Va.
- Stephens, C. A.: Coeburn, Va.
- Stirling, Robert: New Brunswick, N. J.
- Strates, James E.: Buffalo, N. Y.
- Stumbo, Fred R.: Mountain Home, Ark.
- Sunflower State: Lucas, Kan.
- Sunset Am. Co.: (Fair) Bemidji, Minn., 4-6; (Fair) Hibbing 7-10; (Fair) Decorah, Ia., 13-17.
- Tassell, Barney: Riverdale, Md.
- Tatham Bros.: Bloomington, Ill., 4-7; Roberts 8-9.
- Tennessee Expo.: Winchester, Tenn.
- Texas Expo.: New Boston, Tex.
- Thomas Joyland Am. Co.: (Fair) Shelbyville, Ind., 4-8.
- Thompson Bros., No. 1: Six Mile Run, Pa.
- Thompson Bros., No. 2: Sayre, Pa.
- Tidwell, T. J.: Sayre, Okla.
- Tinsley, Johnny T.: Marietta, Ga.
- Tip Top: Greenwood, Wis.; Reeves 12; Scandinavia 15-17.
- Tivoli Expo.: (Fair) Knoxville, Ia.
- Triangle: Martinsburg, W. Va.
- Tri-State: Lidgerwood, N. D.
- Turner Bros.: Pana, Ill.
- 20th Century: Franklin, Neb.
- Utah Expo.: Malad City, Idaho.
- Veterans United: (Fair) Indianola, Ia., 4-7; (Fair) Alta 8-10; (Fair) Rockwell City 10-13.
- Victory Expo.: (Fair) Moberly, Mo., 5-7; (Fair) Springfield 9-15.
- Victory United: Philip, S. D., 7-9; White River 15-17.
- Virginia Greater: Salisbury, Md.; Crisfield 11-16.
- Wade, W. G., No. 1: (Fair) Corunna, Mich.; (Fair) Mason 11-16.
- Wade, W. G., No. 2: (Fair) Rochester, Ind.; (Fair) Argos 12-16.
- Wallace Bros.: Covington, Ky.
- Wallace Bros. of Canada: (Fair) North Battleford, Sask., Can., 4-6; (Fair) Prince Albert 7-9; (Fair) Three Rivers, Que., 11-23.
- Wallace & Murray: Point Pleasant, W. Va.; Oak Hill 11-16.
- Ward, John R.: Terre Haute, Ind.
- Wason Am.: College Park, Md.
- West Coast: Roseburg, Ore., 4-10.
- Wheeler, Eddie L.: Calhoun, Ga.
- White Star Attrs., No. 1: Norwalk, O.; Clyde 11-16.
- Wilson Famous: (Fair) Milford, Ill.; Coal City 11-16.
- Wilson Greater: Guernsey, Wyo., 5-16.
- Winchester Am. Co.: Mt. Jackson, Va.
- Wolfe Am.: Travelers Rest, S. C.
- Wonder City: (Fair) Nashville, Ill., 5-8; (Fair) Ashley 10-15.
- Wonder Shows of America: Chippewa Falls, Wis.
- Woodin, C. A.: Culbertson, Mont., 4-6; Poplar 7-9; Circle 11-13; Terry 14-16.
- World of Mirth: Bangor, Me.; Skowhegan 11-16.
- World of Pleasure: (Fair) Cheboygan, Mich.; (Fair) Midland 12-16.
- World of Today: Austin, Minn.; New Ulm, 12-17.
- Wrigley, J. C.: Whitney, Tex.
- Wrightman's: Eureka, Calif.
- Zacchini Bros.: Forrest City, Ark.
- Zeiger, C. P., United: Ft. Collins, Colo.; Akron 11-16.
- Ziegler: Puyallup, Wash.

**LAST CALL**

**OZARK EMPIRE FAIR**

SPRINGFIELD, MISSOURI, AUGUST 9-15

Can place Streamlined Train, Caterpillar and Ridee-O. Limited amount of Concession space available.

**VICTORY EXPOSITION SHOWS**

Wire or Call

**DON M. BRASHEAR**

Care Fairgrounds, Springfield, Missouri

**JOHN R. WARD'S WORLD FAIR SHOWS**

**WANT**

Tractor Foreman and Tractor Driven Train Help and Welder. Tom Mehe wants Ride Help, Tjlt-a-Whirl and Whip Foremen. Lee Springfield, wire me. Bill Allen wants Cook House Help, Waiters and one Griddle Man. Otto Witemere and George Brown, wire. Want Monkey Show and Penny Arcade. Want Man and Wife to operate Electric Frozen Custard Machine. Address: TERRE HAUTE, IND., THIS WEEK.

**HARRISON GREATER SHOWS WANT**

For WEIRWOOD, VA., FAIR, Aug. 12-16

Followed by GREATER TASLEY FAIR, Aug. 19-23

Can place Concessions of all kind. A few choice Concessions open. Candy Floss and Custard open. Have complete outfit for organized Minstrel Show. Can place any Grind Show of merit. Want Ride Help on all Rides. All wires to

FRANK HARRISON, Owner; REID McDONALD, Business Mgr., Salisbury, Md., this week.

**WANT WANT WANT WANT**

VFW HOMECOMING, Greeneville, Tenn., week Aug. 18; CENTRAL LABOR UNION MID-SUMMER FESTIVAL, Asheville, N. C., week Aug. 25; then 10 Fall Fairs starting Mt. Airy, N. C., Sept. 1

Can place one or two good Platform Acts for Mt. Airy. Buck Owens Circus booked as grandstand attraction. WANT Concessions that work for Stock, French Fries, Balloon Darts, Basket Balls, Jewelry. WANT for Mt. Airy Fair, week Sept. 1st, Cookhouse, Eating and Drinks, Ice Cream, Photos, Palmistry. Address:

**L. C. McHENRY, Manager**

**CRESCENT AMUSEMENT COMPANY**

MORRISTOWN, TENN., THIS WEEK AND NEXT

**REGENT SHOWS**

FARMLAND, IND., FAIR—AUG. 11-16

CONCESSIONS—Popcorn, Cookhouse, ex. for season. Curtis & Lowman, contact. Long Range Shooting Gallery, Ball Game, Balloon Darts, Hanky Panks of all kind. Stores that play for Stock.

**RIDE HELP WANTED**

First and Second Men for Merry-Go-Round and Ferris Wheel, \$60.00 a week and good treatment for sober and reliable men. If you think you are the man contact

HARRY ALKON, GENEVA, IND., THIS WEEK.

**SALEM, IND., WASHINGTON COUNTY FREE FAIR**

Commencing Monday, August 11, and All Week

Will place Stock and Slum Concessions of all kinds. Privilege \$24.50, including lights and insurance for this spot. All wire

C. C. GROSCURTH, Gen. Mgr. BLUE GRASS STATE SHOWS

Huntingburg, Ind., Fair, all this week; Salem, Ind., all next week.

# AUGUST 6\*

\*That's the last day on which you can reserve space (BY WIRE OR PHONE) in

## The Billboard

### Mid-Summer Special

DATED AUGUST SIXTEENTH

All commercial advertising copy must be air-mailed, special delivery, to reach Cincinnati no later than Thursday, AUGUST 7.

Show advertising will be accepted thruout the week as usual, but such copy should be mailed, wired or phoned as early as possible

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

DUNbar 6450

CINCINNATI 22, O.

### THE MIGHTY VAN DYKE SHOWS

WANT for the Biggest Date Ever in the East

V-J CELEBRATION and EASTERN SHORE REGATTA  
CAMBRIDGE, MD.

Week August 11th

Red one for sure

SHOWS that do not conflict. Monkey Circus. Minn, wired you; have new and complete Side Show. What have you? RIDES: Book one more major Ride—Pony Ride. CONCESSIONS: Wire for space now. Street sales. No Wheels. NOTE: The biggest people in America will be here. Mammoth Parades. Free Attractions. Name Bands. 50,000 people. Billed the entire Eastern shore. Spectacular in every respect. SPONSORED by all Fraternal and Service Organizations. Scouts, Fire Companies, Girl Scouts, Bands, Floats. Can use one more Free Act. Must be high and flashy. Tetter Sisters, contact. Secretary who knows taxes. Eddie Hollinger. We hold contracts for Florida Fairs. Those joining now have preference.

JACK PERRY  
General Manager

This Week,  
CHESTER, PA.

LEO BISTANY  
Assistant Manager



FAIRS

FAIRS

FAIRS

NOW BOOKING FOR FOLLOWING ROUTE OF FAIRS AND CELEBRATIONS

Week Aug. 4, Still Date, Berea, Ky.	Week Sept. 8, Marlon County Fair, Jasper, Tenn.
Week Aug. 11, Still Date, Richmond, Ky.	Week Sept. 15, Open, Fair Committees, contact.
Week Aug. 18, Falmouth Fair, Falmouth, Ky.	Week Sept. 22, Overton County Fair, Livingston, Tenn.
Week Aug. 25, Open, Fair Committees, contact.	Week Sept. 29, Jackson County Fair, Galnesboro, Tenn.
Week Sept. 1, East Tenn. Colored Fair, Knoxville, Tenn. We positively hold contracts for this Fair.	

FAIR COMMITTEES IN GEORGIA, WE HAVE OPEN DATES IN OCTOBER, CONTACT US.

RIDES—Will book any major Ride not conflicting with Wheel, Merry-Go-Round, Chair-o-Plane and Kiddie Airplane.

SHOWS—Want Illusion Show, Mechanical Show, Minstrel Show, Fun House, Glass House, Motordrome or any Show not conflicting with Wild Animal Circus and Snake Show.

CONCESSIONS—Want Stock Concessions of all kinds, Jewelry, Country Store, String Game, Rumper, Hoop-La, Guess-Your-Age, Scales, Lead Gallery, Cork Gallery, Candy Apples, \$20.00 per week. We carry no P.C. or grift.

HELP—Want Geek for Snake Show. Want Ride Help that drive Semis. Want Agent for office-owned Concessions. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager, Berea, Ky., this week.

### MID-WESTERN EXPOSITION CAN PLACE

WANTS For the following list of Fairs and Celebrations ending December 1st in Louisiana. Four-County Fair, Coon Rapids, Iowa, Aug. 12 to 16; Merrick County Fair, Central City, Neb., Aug. 19 to 23; Platte County Fair, Columbus, Neb., Aug. 26 to 30; 4-H County Fair, Leigh, Neb., Sept. 1 to 5; Clay County Fair, Clay Center, Neb., Sept. 9 to 13; Osage County Fair, Pawlhuska, Okla., Sept. 17 to 20; Fannin County Fair, Leonard, Texas, Sept. 23 to 27; Bossier Parish Fair, Benton, La., Sept. 30 to Oct. 4; Webster Parish Fair, Minden, La., Oct. 7 to 11; Morehouse Parish Fair, Bastrop, La., Oct. 13 to 17; Iberville Parish Fair, Plaquemine, La., Oct. 21 to 25; Livingston Parish Fair, Denham Springs, La., Oct. 28 to 31; Shrimp Fleet Homecoming, Morgan City, La., Nov. 4 to 8; American Legion Fair, Patterson, La., Nov. 10 to 15; Evangeline Fire Dept. Celebration, St. Martinville, La., Nov. 17 to 22; American Legion Fair, Franklinton, La., Nov. 25 to 29. Extended tour pending thru Mississippi and Florida. Possibly OUT ALL WINTER. What a route. No lay-offs. Concessions operate every night. No state restrictions to bother. Real Showmen always welcome. No cliques. One owner and manager. Wire, write, or come on. RIDES: Tilt, Octopus, Roll-o-Plane, Pony Track, Fun House, Loop, Wheel. Book, buy or lease. SHOWS: Side Show, Wild Life, Animal, Monkey, Jig; have Snake and Girl Shows completely furnished, open; will give "X" to Girl Show operator. Scotty and Louella, come on. CONCESSIONS: Photos, Snow Cones, Fish and Duck Ponds, Jewelry, String Game, High Striker, American Palmistry, Grind Stores, Wheels, Blower, Bowling Alley, Cookhouse or Grab, Custard. Place Agents for percentage, office owned. Also Legal Adjuster, Stock Man and Semi drivers. Volunteer Firemen's Celebration, Anita, Ia., Aug. 4 and 5; American Legion Celebration, Liscomb, Ia., Aug. 8 and 9. Then Four-County Fair, Coon Rapids, Ia., Aug. 12 to 16. Wire or come on. Keep the above route and compare. TED WOODWARD, Owner and Gen. Manager.

### SCHAFER'S JUST FOR FUN SHOWS

Want party to furnish inside Ten in One, Concessions, Agents for Stock Stores, Help in Cook House.

Have for sale Double Seat Octopus or will trade for late model Merry-Go-Round.

W. A. SCHAFER  
DECATUR, TEXAS

### SUNSET AMUSEMENT CO. WANTS

For Decorah, Iowa, Fair, Aug. 11, and balance of season, Long Range Gallery, Novelties, Jewelry and Legitimate Concessions. Can use Mechanical Show, Monkey Show, Iron Lung, Wild Life, Unborn. Hibbing, Minn., Fair, this week; Decorah, Iowa, Fair next week.

### GIRLS WANTED GIRLS

Neat and attractive for Girl Show, age 13 to 25, with or without experience. Our girls make \$65.00 to \$70.00 per week. We furnish costumes. Address

JERRY THORNE  
Rogers Greater Shows, Fowler, Indiana, this week;  
Worthington, Indiana, next week.



**PENNY PITCH GAMES**  
 Size 48x46", Price \$37.50.  
 Size 48x48", With 1 Jack Pot, \$45.00.  
 Size 48x45", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**  
 86" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$22.50

**BINGO GAMES**  
 75-Player Complete .....\$6.00  
 100-Player Complete ..... 8.00

1/3 Deposit on All Orders.  
**SLACK MFG. CO.**  
 116-122 W. Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**  
 All Readings Complete for 1947  
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00  
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, . . . 1 1/2¢  
 Any Quantity, Each . . . . . 1 1/2¢  
 Analysis, 8-p., with White Cover. Each . . . . . 15¢  
 Forecast and Analysis, 10-p., Fancy Covers. Ea. . . . 5¢  
 Samples of the 4 Readings, Four for 25¢.  
 No. 1, 35 Pages, Assorted Color Covers . . . . . 85¢

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy.  
 1200 Dreams. Bound in Heavy Gold Paper  
 Covers, Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p., Well Bound. . . . . 25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 50¢  
 Signs Cards, Illustrated. Pack of 36 . . . . . 15¢  
 Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$6.00  
**MENTAL TELEPATHY**, Booklet, 21 P. . . . . 25¢  
**"WHAT IS WRITTEN IN THE STARS"**, Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

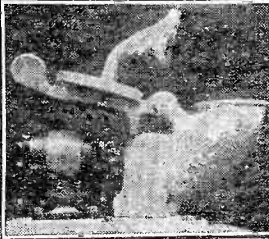
**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.

Save BY BUYING BETTER  
**POPCORN**  
 S. A. HYBRID CORN—YELLOW PEARL CORN  
 BOXES, BAGS, CONES AND SALT

- Colored and Peanut Oils in 5-Gallon Containers and Drums.
- Popcorn Plus in One-Gallon Containers, 20 to 3 Case
- Coconut Oil in 50 and 400-Lb. Drums (Colored and Natural)

Distributors for Star Popcorn Machines  
**IMMEDIATE DELIVERY**  
 Write for Descriptive Folders.

**J & N POPCORN Specialties Co.**  
 1451-1459 W. 69th St. Chicago 36, Ill.  
**THE HOUSE OF QUALITY**



**ECHOLS ICE SHAVING MACHINE**  
 With Motor \$60.00  
 With Stand \$65.00  
 \$15.00 Deposit on C. O. D. orders.  
**S. T. ECHOLS**  
 3700 S. Jefferson ST. LOUIS 18, MO.

**HUBERT'S MUSEUM**  
 228 W. 42nd St., New York, N. Y.  
 Open all year round  
 Want Freaks and Novelty Acts.  
 State salary and all particulars in first letter.

**BAKER'S GAME SHOP**  
 EVERYTHING YOU NEED IN GAMES.  
 Can Ship at Once.  
 2907 W. WARREN, DETROIT, MICH.  
 Phone: TYler 5-0334

**AT LIBERTY**  
 AFTER LABOR DAY OR SOONER  
 Eli Wheel, Kiddie Ride, Popcorn, Peanuts, Candied Apples, High Striker, Cork Shooting Gallery. (WILL GO SOUTH.)  
 BOX 12-A, Fayetteville, Penna.

**MIDWAY CONFAB**

Bob Fransee left Billy Logsdon's Side Show on the Buff Hottle Shows to join his parents in Detroit.

Stanley (Red) Talbott and wife, Dorothy, have joined Exposition at Home Shows, where Talbott will operate office-owned bingo and she will run a cork gallery.

Art and Hazel Martin, who came out of retirement this spring to operate their popcorn and other concessions on Hill's Greater Shows, report good business, especially since July 4.

Mae-Joe Arnold, after closing with the Wallace Bros. Shows as annex attraction, has joined the Turner Bros.' Shows in the same capacity, working for Cliff Patton. Erle Jensen is the ticket seller.

Frank Bland, general representative and special agent of Harry Alkon's Regent Amusement Company, and his wife, Mae, were guests of Al Wagner when the Cavalcade of Amusements played Muncie, Ind.

Mary A. Gordon writes from the Holy Cross Hospital, Calgary, Alta., expressing her thanks for the kind-

team, card from East St. Louis, Ill., that they are off the road due to illness of Mrs. Antes' father. Presently working in a photo finishing plant in St. Louis, Antes plans to have his magic and variety show in theaters and schools this winter.

Mr. and Mrs. Ned Lentini, who have the side show on the World of Pleasure Shows, recently celebrated their third wedding anniversary with a buffet lunch in the side show top. Following the lunch, a fishing party was formed. Ned is the son of Frank Lentini.

Mrs. Tony Baress entertained the women of the Prell Broadway Shows at a cocktail party before a recent show jamboree. Present were Dorothy Miller, Mrs. Joe Prell, Mrs. Pat Burke, Mrs. Irene Kane, Elaine Shropshire, Mrs. Joe Ross, Mrs. Cash Miller and Mrs. Abe Prell.

Rip Stallings writes from Reidsville, N. C., that after four weeks of retirement he has the urge to get back on the road. He reports visiting the McBride Bros.' Shows at Mount Airy, N. C., and saw Co-Owner Woody McBride and Manager



JOHN W. WILSON, left, and Izzy Cetlin, right, owners of the Cetlin & Wilson Shows, take a hand in presenting the \$600 raised by the org at a recent benefit for the Michigan Showmen's Association to Oscar Margolis and Bernhard Robbins, who represented the club.

ness shown her by personnel of the Royal American Shows when that org played the recent Calgary Stampede.

Danny and Buddy, side show operators on the J. J. Denton Shows, have added Min Drack to the staff of their all-belle side show. Jackie Lynn, annex attraction on the show, recently was married to Pee-Wee Johnson in Morehead, Ky.

Whitey Hinckley doesn't have to buy balls for his ball game. His dog, Midnight, snatches balls from the other joint racks on the Ellman Shows and makes off with them to Whitey's trailer, where Skippy Hinckley retrieves them. A good trick if it works.

Herbert and Marvel Antes, magic

W. R. Johnson putting up the Ferris Wheel.

Vivona Bros.' Shows gave a party July 17 in Irvington, N. J., to announce the engagement of James Murphy, kiddie ride foreman, and Marguerite Venini. . . . I. T. Shows (Phil Isser and I. Trebish) again will occupy the midway at the Mineola (N. Y.) Fair, September 9-13.

James Thompson and daughter, Edith, mental and escape act with the B&V Shows, were hosts at a party to side show personnel in the Mark Twain Hotel, Elmira, N. Y. Guest of honor was Augusta Cullen, Newark, N. J., to whom James Thompson announced his engagement.

W. C. Bailey, concessions manager for Omar's Greater Shows, remains

**1947 WINNERS**  
**35TH ANNUAL BIG ELI FOURTH OF JULY CONTEST**

Rank	Owner	State	Wheel No.	Receipts
1	Browning's	Oregon	No. 5	\$85.25
2	E. J. Casey	Canada	No. 5	789.10
3	H. S. Shows	Minn.	No. 5	783.75
4	H. Klein	S. Dak.	No. 5	706.50
5	Ellman's	Wis.	No. 5	690.00
6	C. Park	W. Va.	No. 5	686.25
TOTAL				\$4,540.85
Average per wheel for the day				756.80

All prize winners are No. 5 BIG ELI WHEELS  
**ELI BRIDGE COMPANY**  
 BUILDERS  
 800 Case Avenue Jacksonville, Illinois

**ALL ALUMINUM**



**12 QT. POPPER**  
 Equipped with Lifetime Micro Precision Heat, Only Treated Gears. **\$16.00**


8 Qt. Popper, All Aluminum Coresless. **\$10.00**

**NEW ATOM POPPERS**  
 ALL ELECTRIC.  
 FOR IMMEDIATE DELIVERY.  
 PORTABLE GASOLINE UNITS.  
 USED EQUIPMENT OF ALL KINDS.  
 POPCORN SUPPLIES.

**B & B POPCORN CO.**  
 1017 WOODLAND CLEVELAND, OHIO  
 MA 4838

**GALLERY AMMUNITION**  
**.22 SHORTS, \$61.50 CASE**  
 SPATTERLESS, \$66.60 CASE  
 NEW RIFLES, Winchester 62 Gallery  
 Pumps . . . . . \$37.50 Ea.  
 Send 1/3 deposit, balance C. O. D.

**SHOWMEN'S EXCHANGE**  
 707 Gee Street, N.W., Washington, D. C.



**WONDER HEADS OF THE AGES.** At Last — White Shrunken Heads, as the Cannibals prepare them. Ringlets of human hair. White Mfd. Female Heads, Prepaid, \$8.00  
 White Male Mfd. Heads, Prepaid, \$6.00  
 Both, Prepaid, \$13.00  
 Many other Mfd. Attractions.  
 Write  
**TATE'S CURIOSITY SHOP**  
 5234 E. VAN BUREN PHOENIX, ARIZONA

**WANTED**  
**Floyd Smith and Rocky Dell**  
 Want 2 Swinging Ball Agents. Alabama Bill Story wants 2 Men Waiters for Cook House. Kingston, N. Y., next week; then Middletown, N. Y., Fair; with 8 Fairs following; then Southern Fairs till Dec. 1.

**ALABAMA BILL STORY**  
**COLEMAN SHOWS**  
 Kingston, N. Y.

**FOR SALE**  
**EZE-WAY FROZEN CUSTARD MACHINE AND TRAILER**  
 Last one built and delivered on July 19, 1947. Cost over \$8,000. Will sell for \$6,500. Other business reason for selling.

**KEN MURRAY**  
 Box 264, Bloomington, Ill. Phone 5903-0

**Big State Amusement Co.**  
**WANTS**  
 Ferris Wheel Foreman. Good salary, no boozing or chaser. Book Concessions that don't conflict. Out all winter. Wire ANNA MOORE, Robstown, Texas.

**MICKEY MOUSE CIRCUSES**  
 Complete with Cage, assorted colors and kinds of Live Circus Mice and five new factory built Miniature Rides. \$75.00 cash with order.

**W. N. ALLEN**  
 Eureka Springs, Ark.

**WANTED**  
 Motordrome Talker. Good proposition. Wire reply:  
**SPEEDY WILSON**  
 Care Of C. BUCK SHOWS  
 Gouverneur, N. Y., this week

Advertising in the Billboard Since 1905

**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
 SPECIALLY PRINTED •  
 CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.00  
 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
 1 ROLL .....@.....\$1.00  
 5 ROLLS.....@.....75c  
 10 ROLLS.....@.....60c

**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS  
 Tickets Subject to Fed. Tax Must Show Name of Place. Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

seriously ill with a liver and chest condition. Stricken in Cushing, Okla., July 14, he has been given three blood transfusions. J. W. Fagg, a member of the show troupe and a former hospital orderly, remained in Cushing to care for Bailey when the shows moved on to Kingfisher, Okla.

Andy Markham, concessionaire, recently went thru the clinic at Rochester, Minn., and, to his utter amazement, was given a clean bill of health, which prompted him to crack: "In view of my rather flamboyant way of living during my youth, I wonder if those croakers know their stuff?"

Mr. and Mrs. Troy Scruggs and daughter, Susan Kay, recently visited friends on the Capital City Shows and on the L. J. Heth Shows. Troy was on the Heth Shows when it was on rails and he and his family were formerly on the Majestic Shows. They now are touring Kentucky and Tennessee with their kiddie rides.

Melvin Burkhart, who recently closed a five-month engagement with A. J. Budd's Side Show, on the West Coast Shows, stopped off en route to Detroit to visit Joe Glacy's show on Long Beach Pike, Calif., and Ray Marsh Brydon at Riverview, Chicago. Burkhart cards that he will emcee

grandstand shows for the balance of the season.

Monte and Diane, who furnish magic and illusion routines in James Thompson's Side Show on the B. & V. Shows, are receiving new equipment for fair dates. Complete new wardrobe of special costumes has been received from Eugene, of New York, for the various illusions. Cleo Dulane, who has the annex attraction on the Thompson unit, recently purchased a new car in Elmira, N. Y.

C. C. McClung, owner of McClung's Python Exhibit, writes his org is playing two-day stands in Texas and business is very good. He reports the new aluminum exhibit trailer has been completed. McClung recently received a new shipment of pythons, the largest of which measures 32 inches around. "Margaret and Betty, my nieces, assisted by Zora Thomas, are working the big fellows," McClung wrote.

Al Keenan, of the Aerial Keenans with the DeLuxe Shows, who recently fell 40 feet while descending after finishing his act, will be discharged from the Hartford (Conn.) General Hospital this week. Paul Perry and Mrs. Keenan have been carrying on with the act. . . . Michael Rocheck, en route to Detroit, stopped off at Springfield, O., to visit Bob Fisher on the Royal Crown Shows.

Cap Klingstein, for many years with Cetlin & Wilson, was visited in Harrisonburg, Va., by Larry Snedeker, general agent for Exposition at Home Shows. Klingstein has retired from show business and is running a prosperous real estate and restaurant business. Snedeker also visited Crescent Amusement Company in Roanoke, Va., and the Silas Green unit in Staunton, Va.

Harry (Polish) Fisher, owner of the Golden West Shows, says there is nothing to the report that he will retire from show business and that his son, Nathan Fisher Cohn, who recently received his law degree from the San Francisco Law School, will take over the West Coast unit. The veteran showman says he is in perfect health and has no thought of retiring.

Oscar and Blackie Holmes, of Aberdeen, S. D., handled R. J. McCaskill's novelty department of the Hi-Mac concessions at the Mandan, N. D., rodeo and the Fiesta Days' Celebration at Montevideo, Minn., so (See MIDWAY CONFAB on page 66)

## BETTER BUILT MONEY MAKERS

### ★ ALL ELECTRIC CANDY FLOSS MACHINE

Our new Super Model #100 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00; Double Bands, \$15.00 each.

WE REPAIR ALL MAKES OF MACHINES

### ★ NEW SARATOGA ALUMINUM POPPER . . .

Makes delicious French Fried Popcorn—sells fast! Easy to operate. Very profitable. Constructed of heavy aluminum. Closed gear housing enables us to guarantee freedom from gear jamming. Lowest priced corn popper on market of equal quality and capacity. 12-Qt. capacity, \$20.00 each. Meets all state health requirements. Durable Cast Aluminum Top, dependable. Also 8-Qt. Kettle—\$10.00, 35-Qt. Gearless Kettle—\$37.50. 6x6 Tops with frames, \$150.00. Waffle or Rosecake Molder—cast aluminum, \$2.50.

Immediate Shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.

### CONCESSION SUPPLY CO.

BOX 133, STATION B Phone: Kingswood 2408 TOLEDO 6, OHIO



## POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.

## CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

231 N. Second St. Philadelphia 6, Pa.

2908-14 Smallman St. Pittsburgh 1, Pa.

1261 E. Sixth St. Los Angeles 21, Cal.

**WHEELS OF ALL KINDS**  
Tickets—Paddles—Laydowns  
Complete BINGO Outfits  
CARNIVAL SUPPLIES AND EQUIPMENT  
GAMES, ETC.

ALUMINUM MILK BOTTLES  
New Available . . . Write

Write for Catalog  
**H. C. EVANS & CO.**  
1520-28 W. Adams St., Chicago 7

### SECOND-HAND SHOW PROPERTY FOR SALE

\$20.00 Coco de Mer. Double Coconut grown together.  
\$11.00 Child's wax head. Wonderful expression.  
\$12.50 State Flasher, fully wired. Great bargain.  
\$25.00 Wax Torture Subject on legs. Good lecture.  
\$15.00 Hair Wrestling Mat, 4x6 feet. Others.

WEIL'S CURIOSITY SHOP  
12 Strawberry St. Philadelphia 6, Pa.

### JOIN ON WIRE NEW COOKHOUSE

FOR BALANCE OF SEASON  
Dependable, experienced, management. Wire, proposition, privilege. Where. Care W. U.  
WALTER LANKFORD, Statesville, N. C.

## DROME RIDERS WANTED

For best equipped and most modern combination Drome. Can use four more riders to strengthen show for Ottawa and Class A Eastern Fairs now until November 15th. Top salary. Boys, girls or teams, straight or trick riders. Will consider training one or two girls. All riders who have worked for me before come on. Others write or wire.

L. HARVEY CANN, World of Mirth Shows  
BANGOR, ME.

## GOLDEN RULE SHOW

EVERETT, PA., AUG. 11-16—6 NIGHTS—FIREWORKS, FREE ACTS  
WANT—Concessions, String Game, Bowling Alley, Balloon Dart, any Stock Concessions not conflicting. Ride Help, any Grind Show with own equipment.

This Week. LEWISTOWN, Pa. c/o Western Union

## WALLACE BROS.' SHOWS

WANT WANT WANT  
OCTOPUS, FUN HOUSE, PENNY ARCADE, FROZEN CUSTARD, NOVELTIES.

ALL STOCK AND PERCENTAGE CONCESSIONS OPEN.  
Address: COVINGTON, KY., this week, then per route.

## OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

## POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

### GOLD MEDAL PRODUCTS CO.

318 E. Third Street

Cincinnati 2, Ohio



### FIRST ANNUAL ALL VETS CELEBRATION, FAIRPORT, N. Y., AUGUST 11-16

This is the biggest Celebration ever held in Fairport. Veteran organizations from all over Western New York. Also several Active and Reserve Military Outfits will participate. Don't miss this one. Why pay big prices when you get the same. This for live and let live prices. Will book any legitimate Concessions or Shows not conflicting. No gate. This one followed by Troy, Pa., Fair, Aug. 18-23. Answer

MICKEY PERCELL  
Week Aug. 4-9, Mt. Morris, N. Y.

WANT WANT WANT WANT  
Ohio County Fair, Rising Sun, Indiana, Aug. 11th to 16th; Elora Fair, Elora, Indiana, Aug. 18th thru 23rd; Danville, Indiana, Big Street Celebration, Aug. 27th thru 30th.  
CONCESSIONS—Bowling Alley, Frozen Custard, Penny Pitches, Glass Pitch, Watch-La, Hoop-La, Clothes Pin Pitch, String Game, Hackley Buck, American Palmist, Long Range Gallery, Coke Bottles and Cane Rack.  
RIDES—Rides not conflicting with Wheel, Merry-Go-Round, Chair-o-Plane, Roll-o-Plane, Kiddie Aeroplane, Kiddie Autos.  
SHOWS—Have Snake Show. Want 10 or 5-in-1, Fat Girl, Fun House, Glass House, Wild Life.  
All Replies to  
**JOHN PORTEMONT, Mgr. Johnny's United Shows**  
MARSHALL, ILLINOIS

## GEORGIA AMUSEMENT COMPANY WANTS

A-1 Chairplane Foreman. Prefer Man with Wife who can operate a Concession. Blackie Tinsley wants Swinger and Set Joint Agents. Homebrew, come home. Can also place Mitt Camp. Will buy for cash, Kiddie Auto ride, no junk. All mail or wires to

C. G. DANIELS  
ATHENS, GA.

**1947 GREATER ST. LOUIS COUNTY FAIR AND EXPOSITION**

**AUGUST 23 TO SEPTEMBER 1**  
TWO SATURAYS, TWO SUNDAYS AND  
LABOR DAY!

**NOW BOOKING LIMITED AMOUNT  
OF LEGITIMATE CONCESSIONS**

**MORRIS LIPSKY**  
**JOHNNY J. JONES EXPOSITION**

ALTAMONT, ILLINOIS, this week;  
JEFFERSON CITY, MO., Aug. 12 to 17

**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation

**FAIRS FAIRS FAIRS**  
**POCOMOKE, MARYLAND; KELLER, VIRGINIA;**  
**WARSAW, VIRGINIA**

Will sell Ex. on 3 Straight Wheels, Groceries, Teddy Bears or any Straight Stock Wheel; Ex. on Jewelry and Scales and Guess Your Age. Evans Race Track, Stock only. Rat Game open, Hoopla, Basket Ball, High Striker, Balloon Darts, Penny Pitch, Long and Short Range Lead Gallery, French Fries, Bumper, Coca-Cola Bottles, Cigarette Shooting Gallery. Everything open at Fairs.

Have good proposition for Penny Arcade and Mechanical City Show. Bob Coleman wants Bingo Agents. Louis Augustino wants workers for Side Show and Grind Store Agents.

Salisbury, Maryland, this week, followed by Crisfield, Maryland, American Legion Convention. Then Pocomoke, Maryland, Fair.

ALL MAIL AND WIRES TO  
**WM. C. (BILL) MURRAY**

**WANTED (AT YPSILANTI, MICH.)**  
MERRY-GO-ROUNDS AND OTHER RIDES FOR CHILDREN  
by Kaiser-Frazer Corp. for Employee Outing on  
**SUNDAY, AUGUST 24**  
Phone or wire collect, John Starling, Kaiser-Frazer Corp.,  
Willow Run, Mich.

**MERRIAM & ROBINSON SHOWS WANT**

SHOWS—Girl, Athletic, Mechanical, Wild Life, Fun or Glass House. Can use Bumper, String Joint, High Striker, etc. Want Concession Agents and Ride Help. Mitt Camp sold. Out until October. Cundy Center, Iowa, Aug. 6-9; Woodward, Iowa, Aug. 12-13-14; Hampton, Iowa, Fair, 16-19; Algona, Iowa, Fair, 20-21-22; then the big "Hobo" Day at Britt, Iowa, August 25-26.

**WONDER CITY SHOWS**

Have two more State-Aid Fairs to play, Nashville, Illinois, August 5th to 9th; Ashley, Illinois, August 10th to 15th; then want Shows, Rides and Joints all kinds for our Southern string of Fairs. Boys, come on. Greenville, Ill., Bond County Fair, Aug. 17th to 22nd; Ridgway Home-Coming Fair, Aug. 24th to 29th; Zeigler, Ill., Tri-County, Labor Day, Sept. 1st, to 5th; with four in Arkansas, five in Mississippi, three in Alabama. No X on Joints, all flat rates. Don't wire, come on. Will take care of you. Cecil Allen, let us hear from you. Want Grinder for Ten-in-One on percentage.

**JOE KARR, WONDER CITY SHOWS, AS PER ROUTE.**

## Midway Confab

(Continued from page 65)

successfully that McCaskill hopes they will soon be with him permanently. McCaskill adds that Peck McDaniel, of Beaumont, Tex., who has finished school, will join at Kinley, Kan.

Pearl Brett writes from Mascotte, Fla., that Mr. Brett is raising Easter lilies and gladioli, and is still mighty spry despite his 73 years. . . . Cavalcade of Amusements folks tossed quite a party recently in Cedar Rapids, Ia., on the second birthday of Edward Marconi Jr., son of Mr. and Mrs. Eddie Marconi. . . . Mrs. Lynn Small has been released from the hospital and is now convalescing at her home, 3412 West Washington Street, Indianapolis.

Hester Brown, formerly with J. F. Sparks and Royal Exposition shows and ex-wife of Red Brown, is clerking for Mrs. Winifred McConnell, owner-manager of Lykes Hotel, Birmingham. . . . G. L. Patrice cards from Sacramento that the Wonder Shows of California lined up with Allen's United Shows for the July 4 celebration at Grass Valley and had a fair engagement; also that Enos's Merry-Go-Round, Dick Baker's Trained Horses, and Patrice's dime spindle did big there.

Detroit Notes—Mrs. Vic Edwards, pan game operator on the Joyland Midway Attractions, rejoined after being hospitalized. . . . Mannie Brown, Joyland concessionaire, is convalescing at his home from a heart ailment. . . . Charles H. Stapleton visited shows in the Bay City area recently. . . . Wortham A. Snell, nephew of Clarence A. Wortham, is reorganizing his business activities here because of his wife's serious illness. . . . Donald Gauthier, trailer manufacturer, has opened a frozen custard concession on Jefferson Avenue, opposite Memorial Park, in River Rouge.

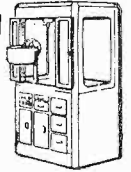
## POPCORN

COCONUT OIL, 5 GALS. . . . \$11.50  
POPSIT PLUS, 6 GALS. . . . 18.00  
CORN, S.A. Yellow, 100 lbs. . . . 10.50  
BOXES, 1 1/2 oz. M. . . . 7.50  
BOXES, Carnival. M. . . . 7.00  
SALT, 24/2-lb. pkgs. . . . 1.95  
GLASSINE BAGS, 1 lb. sq. M. . . . 1.95

### VIKING POPCORN MACHINE

NEW and USED  
POPPERS  
OF ALL  
TYPES

LOW  
PRICES  
—  
IMMEDIATE  
DELIVERY



APPLE STICKS, COLORING, ETC.  
ALL CARNIVAL SUPPLIES

**POPPERS SUPPLY CO.**  
1315 VINE STREET  
PHILADELPHIA 7, PA.  
Lombard 3-9020

## BOB COLEMAN WANTS

Experienced Countermen for Deluxe Bingo. Or men willing to learn. Salisbury, Md., this week; Crisfield, Md., to follow.

## Rupe's Midway for Fun

Will book Mug, Grab, Blower, String, Bingo, any legitimate Concessions not conflicting working for 25 cents.  
W. R. RUPE (MGR.)  
Ellis, Kans., this week; then as per route.

## MARKS SHOWS

MILE LONG PLEASURE TRAIL  
WANT FOR THE FOLLOWING FAIRS

Great Roanoke Fair, Roanoke, Va., week August 11th; West Virginia State Fair, Lewisburg, W. Va., week August 18th; West Virginia Free Fair, Charleston, W. Va., ten days, two Saturdays and two Sundays. Largest Fairs in the Virginias, then our circuit of Class A Fairs in North and South Carolina.

RIDES—Can place one more Ride for balance of season. Spitfire or any other novelty Ride.

SHOWS—Good opening for Monkey Show, or any other good money getting Grind Show.

CONCESSIONS—All legitimate Merchandise Concessions open. Want Penny Arcade.

Address JOHN H. MARKS, Lynchburg, Va., This Week  
Roanoke, Va., Follows, Then as Per Route

## WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST  
MIDWAY

**MIDLAND, MICH., FREE FAIR**  
Aug. 12-16, Day & Night

Want—Grind Shows of all kinds for this date and balance of season. Ride help that drive semis. Experienced men on Tilt, Wheels, Caterpillar and Merry-Go-Round.

**JOHN QUINN, Mgr.**

Cheboygan, Mich., Fair (now). Marshall, Mich., Fair (Aug. 21-26).  
For Sale—Rolloplane in A-1 condition, with or without transportation.  
Can book same on show.



Mitchell to AMP Shows

RICHWOOD, W. Va., Aug. 2.—G. C. Mitchell has closed as general agent with the Wallace & Murray Shows and returned to assume similar duties with Juggy Podsobinski's A. M. P. Shows, which he handled the past three years.

NEW IMPROVED CHAIRPLANES  
V-BELT DRIVES  
STEEL CUT PINION GEARS  
TWIN DISK CLUTCHES  
LE ROI POWER UNITS  
STEEL TUBING WELDED FENCES  
**RIDE HI MFG. CO.**  
Pinckneyville, Illinois

WANTED CARNIVAL AND RODEO  
For  
Tri-County Fair and Live-Stock Show

For Week of Sept. 14  
Must be high class and clean, as this Fair is endorsed by all civic organizations, with support one hundred per cent from all. This Fair widely advertised, as some of best livestock in Southwest shown at this Fair. Carnival must have at least six major Rides, eight Shows, forty Concessions. All city busses turn around at Fair Grounds. All wires and letters: **W. D. RAYMOND**, Care County Agent Office, Hot Springs, Ark.

**WALLACE BROS.' SHOWS**  
COVINGTON, KY., all this week

Stock Concessions of all kinds. Fun House or any Grind Show. L. H. Hartin wants Half & Half, Annex Attraction for Life Show. Any Pitch Agents, Ball Game Agents.  
All Address:  
**WALLACE BROS.' SHOWS**, Covington, Ky.

WANTED TO BUY

OCTOPUS AND NO. 5 ELI FERRIS WHEEL  
**WILLIAM SHUE**  
2003 Guilford Avenue BALTIMORE, MD.

WANTED—WANTED

Agents for Six Cats, Pans, One Dice, Glass, Pitch-Till-You-Win.  
**HIRAM BEALL**  
**LAWRENCE GREATER SHOWS**  
This week, Port Jervis, N. Y.

COOKHOUSE

WANTED IMMEDIATELY  
One that caters to Show People. Address:  
**BLUE RIBBON SHOWS**  
Anderson, Ind., this week

FOR SALE

1 Mangels 8-car Whip, \$1,200.00, and 2 Trailers and one G. M. C. Tractor, \$950.00. Can be seen at 350 Walnut St., Findlay, Ohio

Magnolia Exposition Shows

WANT ADVANCE MAN  
Your price is my price if you can produce.  
**C. W. HENDRIX**  
August 4th to 9th, Calhoun, Kentucky

HUTCHEN'S MODERN MUSEUM

WANTS TO JOIN AT ONCE  
Girl for Blade Box and one other Girl. Working Acts of all kinds, also one more Ticket Seller. Can use good Annex Attraction. Long Fair season.  
Address: c/o **SNAPP GREATER SHOWS**  
Cedarburg, Wis., this week; then per route.

**JOSEPH J. KIRKWOOD SHOWS**  
America's Best Advertised Midway

WANT WANT

FOR RICHMOND, VA., WEEK OF AUG. 11, AND ALL FAIRS STARTING  
LYNCHBURG, VA., AUG. 18 AND CONTINUING UNTIL NOV. 15

CONCESSIONS: All 10c Grind Concessions open — especially want Scales, Age, Photos and French Fries.

SHOWS: Can place one more Grind Show. Good proposition to Penny Arcade and Motordrome.

WANT experienced Ride Foremen for Flying Scooter, Octopus and Rolloplane. Second men on all Rides. Semi Drivers preferred. We pay top wages and extra for driving.

All Address: NEWPORT NEWS, VA., This Week; Then RICHMOND

**STAFFORD'S UNITED SHOWS**

WANTED FOR 10 WEEKS OF STREET FAIRS IN INDIANA

Will book Ferris Wheel with transportation or without, also any other Rides not conflicting with Rides on the Show, or will buy same. All kind of Concessions that work for ten cents. Can use a few more Side Shows. Wanted—A-One Wheel Man.

Jonesboro, Ind., August 4th to 9th; Elwood, August 11th to 16th; Brookston, August 12th to 16th; Francisville, August 19th to 23rd; New Richmond, August 20th to 23rd; Covington, August 25th to 30th; Medaryville, August 27th to 30th; Hoopston, Illinois, September 1st to 3rd; Goldsmith, Ind., September 5th & 6th; Monon, September 9th to 13th; Lawrence, September 16th to 20th; North Vernon, September 23rd to 27th; Indianapolis, September 30th to October 5th.

These are all annual Street Fairs. All extra Rides, get in touch at once for No. 2 Unit. Wanted—Stands and Rides for Indiana Tomato Festival to be held on streets of Elwood, Ind. Drawing power of one hundred thousand. If you have a Wheel I will lease, book or buy for cash.

Wire **RALPH STAFFORD** as Routed.

**TURNER BROS.' SHOWS**

WANT FOR WANT

GREENUP, ILL., FAIR, AUGUST 17-23  
DU QUOIN, ILL., STATE FAIR, AUG. 25-SEPT. 1  
(9 Big Days and Nights, Including Labor Day)

BALLY AND GRIND SHOWS OF MERIT for Illinois' biggest and best. Will make good proposition to good operators. Must have own transportation and equipment. WANT MAN AND WIFE TO OPERATE AND MANAGE FULLY EQUIPPED COOK HOUSE. (Must have car. Don't misrepresent—that's the cause of this ad.) CAN ALWAYS USE RELIABLE RIDE HELP.  
Address: Pana, Ill., this week; then per route.



11 RIDES—8 SHOWS—SEARCHLIGHTS—TOWERS  
WANT FOR 10 REMAINING FAIRS, including NORTON, WAKEENEY AND BELLEVILLE, KAN.  
ONE MORE GRIND SHOW—Monkey, Snake, Wild Life or Iron Lung. Ward Williams, wire. ONE MORE MAJOR RIDE NOT CONFLICTING. CAN USE A FEW MORE STOCK CONCESSIONS. (We have only one of a kind. Will sell "Ex." on Novelities.) WANT SECOND MEN FOR TILT-A-WHIRL AND FERRIS WHEEL (top salaries). All address: FRANKLIN, NEBR., THIS WEEK; THEN AS PER ROUTE.

PLASTER

New, Sensational Item! Everyone Wants One! A Real Buy.  
HAWAIIAN GIRL (large), 25¢ ea.; 18 to carton, \$4.50. (We reserve the right to limit quantity on this item.) Other large Plaster (asstd.), \$18.50 per 100; Bathing Beauties (asstd.), \$15.00 per 100; medium, \$10.00 per 100. See our Plaster. Each has real flash. 25% Deposit With Order, Balance C. O. D.

**BOTTO NOVELTY PLASTER CO.**

3032 WALTON PLACE

ST. LOUIS 15, MO.

READERS WANTED

FOR AMERICAN PALMISTRY

Starting at the Iowa State Fair, Des Moines, Iowa, August 20, and for our route of all Fairs for the balance of the season. Address:

**Mrs. Harry W. Hennies**  
c/o HENNIES BROS.' SHOWS  
Springfield, Ill., until Aug. 17; then Des Moines.

MAGNOLIA EXPOSITION SHOWS

WANT WANT WANT  
Just purchased Tandy's Cook House, 32 feet, on wheels. Everything built in. Sleeping quarters in rear. Will turn over to reliable party, man and wife. Doing excellent business. Must cater to show people. All replies: **C. W. HENDRIX**, Calhoun, Ky., Aug. 4 to 9.  
P.S.: Pete from Oklahoma, contact Henry Harvey.

SOUTHERN STATES SHOWS

WANT

For balance of Still Dates and a string of County Fairs in South Georgia and North Florida until December. On account of disappointment want small Bingo, Photos, Hoop-La, Fish Pond, few other Stock Concessions. Ride Help that can and will stay sober. First-class Mechanics. Especially want Man who understands Double Loop-o-Plane. All answers to **JOHN B. DAVIS**, Mgr., Valdosta, Ga., this week.

WANTED

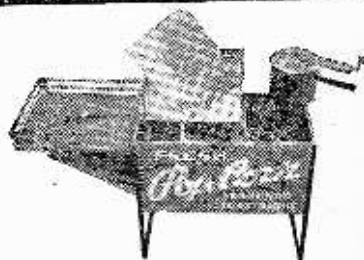
FERRIS WHEEL FOREMAN; LOOPER FOREMAN; OTHER RIDE MEN. ALSO CLEAN SHOWS. For Mexico, Mo. Fair; Jackson, Mo. Homecoming; West Plains, Mo. Fair. Address:

**MOUND CITY SHOWS**  
Bellefonte, Ill., this week

POPCORN and CONCESSION HQ

- "100 Plus" Purdue Hybrid (net) \$7.97
- BEE HIVE Premium Hybrid (net) 9.85

POPCORN MACHINES



"KING BEE" Portable Machine  
Will earn up to \$100 a day!  
Complete for only \$135.

FOR THE CONCESSION



ECHOLS ICE BALL MACHINE WITH MOTOR  
4 Qt. Blevins Finest Flavor Concentrates, 2 Qt. Fruit Acid, Plastic Pour-Outs, Dipper, Pick. ALL for only \$65.

POPCORN SEASONING

SPECIAL!

POPS-RITE COCOANUT OIL.  
Per 5-Gallon Tin—\$10.35.

BLEVINS POPCORN CO.  
Nashville, Tenn.

Majestic Greater Shows

Can place immediately for long string of Michigan and Southern Fairs, Manager or Riders for Silodrome. Harry Bancroft wants Talker and two Working Acts, also feature Freak for Side Show. Good opening for Kiddie Rides. Will book any 10¢ Concession.

Address:

**SAM GOLDSTEIN**  
Milford, Mich., Fair this week.

OMAR'S GREATER SHOWS

WANT

Agents of all kinds. Can use extra Rides and Shows for Fairs and Celebrations, starting Aug. 15. Long season south. Charlie Bailey wants Skillo, Count Store Agents and Ham and Bacon Wheel Agent. Jack Olive, will give you action.

**CHARLIE BAILEY**

Care OMAR'S SHOWS ALTUS, OKLA.

DICKSON UNITED SHOWS

WANT

Concessions that work for stock. Novelties, Age, Scales, Striker, Popcorn, Snow. Any money-getting Show or Ride not conflicting. We have four Rides of our own.

Wire or Call Heavener, Okla., this week.

GEORGE WHITE WANTS

2 Roll Down Agents, 1 Swinger Man, Man for small Crab. Roy and Tommy, answer.  
**ROYAL AMUSEMENTS**  
Lumber City, Georgia

IMPORTANT NOTICE!

Anyone knowing present whereabouts of HERMAN BINDER, also known as Pinhead Kelly, please get in touch with us at once. Wire collect or write to  
**WILLIAMSON & RINHART**  
Insurance Adjusters  
926 Biscayne Blvd. Miami, Fla.

# GETLIN and WILSON SHOWS

WORLD ON PARADE

INDIANA STATE FAIR, INDIANAPOLIS, IND.

August 28 to September 5, inclusive

CAN PLACE any worth-while Grind Show that doesn't conflict. What have you to offer?

WANT—One #5 Ferris Wheel, Fly-o-Plane and Whip to join for the entire fair circuit or just for Indianapolis.

CAN PLACE all Ball Games and legitimate Concessions to join immediately.

WILL PLACE experienced, sober, carnival Workingmen in all departments.

WANT YOUNG ATTRACTIVE GIRLS FOR BEAUTIFUL POSING SHOW. SALARY, \$50.00 PER WEEK. JOIN IMMEDIATELY. CAN PLACE ANY NUMBER.

JIMMY EDWARDS CAN PLACE PERFORMERS AND MUSICIANS FOR HARLEM HIT PARADE.

All address this week CANTON, OHIO; then as per route

**SHOW CLOSSES IN NOVEMBER—ALL FAIRS AFTER INDIANAPOLIS**

## INGHAM COUNTY FAIR

MASON, MICH., AUG. 11-16

WILL PLACE: Legitimate Stock Concessions for this event and our solid fair route to follow.

Excellent opportunity for Glass House or Fun House.

# W.G. WADE Shows

WG

Corunna, Mich., This Week

Sanilac County Free Fair (Sandusky, Mich.) Follows Mason

# B & C'S EXPO SHOWS

PLAYLAND ON PARADE

Wanted for Our Fairs Starting Week of Aug. 10

Then to Syracuse, New York, market lot, week of Aug. 17; Monroe County Fair, Rochester, New York (new fair grounds), Aug. 26 thru Labor Day.

RIDES—Tilt, Octopus, Kiddie Rides and Ponies. SHOWS—Iron Lung, Wild Life and Fun House. CONCESSIONS OPEN. What have you? GIRLS for Girl Show. \$50.00 a week guaranteed. HELP for all Rides. AGENTS for office stores. Have for Sale—20x100 Side Show Top. Address:

HAMBURG, NEW YORK, WEEK AUG. 4.

**FOR SALE** SOLD 2—HAVE 1 LEFT AT A BARGAIN  
**DOUBLE LOOP RIDE**

Loaded on 22 Ft. Stake-Side Semi; 1937 Chevrolet Tractor with '47 Tag. All in good condition. Also several Pin Hinge Frames, High Striker, large Switch Boxes and Wire. Take all for \$1,250.00 cash. Come get it.

**OUTDOOR SHOWMEN'S EQUIPMENT CO.**  
GIBSONTON, FLA.

## WANT

Legitimate Grind Stores, Useful Side Show People Will Book or Buy—Octopus, Tilt-a-Whirl, Roll-o-Plane

**ROOF GARDEN SHOWS**

Everson, Pa., August 4th-9th

## DUE TO DISAPPOINTMENT

We have a few dates open for Fairs and Celebrations in California.

**CONCESSIONS WANTED**

Ball Game, Lead Gallery, String Game, Cork Gallery, Grind Shows with own transportation.

**PACIFIC UNITED SHOWS**

2121 SHIELA WAY

SACRAMENTO, CALIFORNIA

## CLUB ACTIVITIES

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, Aug. 2.—The League bulletin will go out in the mail this week.

Mr. and Mrs. Ray Thomas, Mr. and Mrs. Hom Zolun and Ed Leffler, Los Angeles, were guests of the Bob Parkers and Mike Wrights at Lake Delavan recently.

Maxie Herman was in from Canada on a one-day business trip. Other visitors included Maury Brod, Cliff Wilson, Clyde Carlton, Bill and Cecil Meyers, Ginger Nye, Jack Krutt, Harry Moreis and Jack Hawthorne.

The plan of the nominating committee is to hold its meetings in September and finish all business of the committee at that time. They expect to have a report ready for the membership at the first or second meeting in October. Members of the committee, from the body, are Jack Hawthorne, Petey Pivor, Elmer Byrnes, Bill Green and Dee Lang, with Cliff Wilson as alternate; from the board of governors, members are Mike Wright, Pat Purcell, James Campbell, Edward Murphy, and William Kaplan, alternate, and Past Presidents Fred H. Kressmann and Sam Solomon.

The membership application of William R. Dyer has been received from Ned Torti.

Ben Kaplan is reported getting along okay after his operation. He is in Wesley Memorial Hospital, Chicago. Howard Gloss and Marshall L. Green are still on the sick list.

Because some members evidently pay no attention to dues notices, some are on the delinquent list for '47. Dues for '48 are due September 1.

### Ladies' Auxiliary

Letters have been received from Mrs. Charlotte Morgan, Edith Hargrave, Viola Fairly and Virginia Kline. Mr. and Mrs. Bob Miller returned from a vacation in the Lake Superior vicinity. Mrs. Miller's niece, Joan Gaffke, is visiting the Millers for the rest of the summer. Viola Blake reports having a grand time in Canada.

Mrs. L. M. Brumleve visited in Chicago, being the guest of her niece and nephew, Mr. and Mrs. George Kirchen. She is now back in Fredonia, Wis., and expects to return to Chicago in September.

Mrs. Ann Belden, chairman of the bazaar committee, has Mrs. Ralph Glick as her co-chairman. All bazaar donations should be forwarded to 6136 North Knox Avenue, Chicago. Minnie Simmonds sent in a crocheted donation.

Mimi Garneau has been proposed for membership by Edith Streibich and Mrs. Florence Thompson has been proposed by Charlotte Morgan.

Letters on summer activities will be sent out via mail soon. Secretary Elsie Miller, chairman, will be assisted by Mrs. Brumleve.

Florence Ktring, accompanied by her son, Gene, expects to visit in Bloomington, Ill.

### Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Aug. 2.—Past President Chester I. Levin and wife, Ruth Ann, entertained a number of members at their home July 20.

Al Campbell is leading, with L. K. Carter second, in the gold life membership card race.

George Sargent, who recently returned from the Shann Shows, is back at his old position and working week-ends for George Houk at Fairland Park.

Secretary McGinnis requests members to send in their permanent address.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Aug. 2.—Secretary Walter Sibley visited Ben Merson at Long Beach, L. I.; Rocco Trupiano and Agent Sam Solomon, of the Manhattan Amusement Company; Mike Prudent, of the shows bearing his name, at Amityville, L. I.; and Phil Isser, Blanche Henderson, Morris Brown, Harry Baum, Morris A. Horowitz, Charles Davenport, all of the I. & T. Shows, playing at Patchogue, L. I.

Sibley also visited the Victory Shows at Mastick, L. I., where he chatted with Billy Giroud, recently released from a Sag Harbor hospital.

Other visits by Sibley took him to the Vivona Bros.' Shows in Dumont, N. J., and the Gerard Shows and Max Gruburg's Shows, both playing in this city. On the Gerard lot he chatted with Charles Gerard, Johnny O'Rear, Ralph Endy and Sam Murphy.

Recent club visitors included Charles Lawrence, back in from the Coast after a 41-week tour with the *Anna Lucasta* troupe, accompanied by Mrs. Lawrence. He advises he soon will go on the road with the *Annie, Get Your Gun* company, which will open in Dallas. Another visitor was Frank Capell.

Recent contributors to the monument fund are Rocco Trupiano, Ben Merson, Morris Vivona and Max Schaffer.

Nate Weinberg, confined to Lenox Hill Hospital, is reported improving. Other members on the sick list are Earl H. Feek, True Perkins, Rudy Udowitz and Herman Moscovitz.

Members were grieved to learn of the death of Irving Gold, who died July 27, in Morrisania Hospital after a long illness.

### Ladies' Auxiliary

Altho Midge Cohen is summering at Asbury Park, N. J., she hasn't forgotten the kiddy fund. She asks all to please fill their penny bags and send or bring them in. Secretary Annalee Wilkins received another penny bag from Charlotte Ann Storey, on the Coleman's Shows. Ethel and Sam Shapiro spent a week at Asbury Park. Annalee and Nelson Wilkins are leaving for a two-week tour thru Canada and expect to take in the Ottawa Fair.

### Pacific Coast

### Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Aug. 2.—Past President S. L. Cronin conducted the July 28 session. Secretary Ed Mann shared the rostrum.

Jimmy Thomas, veteran showman from Honolulu, was a visitor. This is his first trip to the mainland in 20 years.

Joseph (Doc) Dingler, Milton Freeze and Samuel Harris were elected to membership. Harris, only new member present, was initiated.

Executive Secretary Al Flint, who has been on a short vacation in the East, has returned.

The board of governors has voted that hereafter all vice-presidents, secretaries and chaplains will receive a silver membership card each year.

Harry Wills is recovering at his home. Capt. Eric Kelly, ill with pneumonia, also is improving at his Long Beach home.

Drawing was won by Harry Taylor.

## WANT MAN

To drive truck and work Custard Concession. \$50.00 week Still Dates, more at Fairs.

**S. GEORGE WELCH**  
L. J. Heth Shows SOMERSET, KY.

**Show Folks of America  
San Francisco**

SAN FRANCISCO, Aug. 2.—President Harry Seber's birthday party was held July 21 in the place of the regular meeting. A dinner was served in the main hall and Chief Capolican led the singing.

President and Mrs. Seber had the following as honored guests at their table: Frank Sabatella and Ray (Deacon) Carroll, of Harry Owen's Orchestra, playing at the St. Francis Hotel; Mrs. Sabatella, Rely Castle Berglun, Harry Coleman, Edna Raiford and Bill and Ann Coles.

Eddie Burke was emcee and read telegrams of congratulations from Past President Sammy Corenson, Glenn and Helen Artz, Edith Corenson, Frank Eaton, Charles and Jane Albright, Harry (Polish) Fisher and Ralph V. Ray.

Birthday cards were received from the Regular Associated Troupers, the Elks Lodge of Huntington Park, Mr. and Mrs. Otto Boehm, Council and Edna Raiford, Olivette and Billie Malthouse, Nellie Baker and Fred Ramsey, Sunny Taylor and Jerry Cirencione; Harry B. Chipman, of Yakima, Wash., and Harry and Jo Low.

Party committee was headed by Milt Williams, with Bill Coles, Fred Ferguson, Ralph Deering, J. J. Casey, Scotty Leopold, Mrs. Anita Jeffers and Billy and Roy Hodges as assistants.

Program consisted of offerings by Harry Leslie, Fred Boynton, Ida Wyatt, Chief Capolican, and Gertrude Farnsworth Gilgore and her fashion parade, which presented Fred Boyton, Harry Leslie, Louis Feister and Arthur Gilgore. Olivette, at the piano, was the accompanist. Frank Sabatella played a few of his original Hawaiian numbers.

Guests included Judge Carl Davis, Mr. and Mrs. Tom O'Toole and their five daughters, Jeanette Mann and Mort Ross, guests of Helene DeCenzie; Lester Hart, Anita and Russell Hart, Anita and Russell Jeffers, Mr. and Mrs. Jack Murray, Mr. and Mrs. Tony Soares; Mr. and Mrs. George Sackson, of Pacific United Shows; Nate Cohn, Mr. and Mrs. O. H. Mattley, and Ted and Marlo LeFors.

The \$53 pot of gold was won by Larry Banos, who donated it to the Christmas fund.

**Michigan Showmen's Association  
3153 Cass Avenue, Detroit**

DETROIT, Aug. 2.—Club visitors have included Irene Maltin, daughter of Sammy and Betty Maltin; Mr. and Mrs. Joe (Dusick) Marks, in from Toledo, and Otis (Slim) Pleasant, Happyland Shows concessionaire.

Sam (Pork Chops) Ginsberg is preparing to open in Athens, Mich., August 14. Jack Wish, of Eastwood Park, has returned from New Orleans, where he visited his family. Mr. and Mrs. R. O. Lewis, of El Paso, Tex., brother and sister-in-law of Ralph Lewis, of Eastwood Park, visited him recently.

Harry Hamilton, Stash Rubin and Donnie Wish officially launched their golfing season this week. Mr. and Mrs. Louis Wish entertained friends at the Eastwood Ballroom, and Belle Powers was escorted there one evening by Kenneth Van Ness.

Membership committee has approved the applications of Bob Nash, Raymond Riley, Bob Bloom, John Teahan and Harry Rubin.

Julia Heiley, Toledo, was the house guest of Belle Powers, the club's office manager.

Bernhard Robbins, secretary, plans a trip to Ohio. Marion Dickstein, wife of the Edgewater Park manager, is a frequent visitor at the club home.

Leo Lippa, past president, is confined to his home following the amputation of his left leg.

**Regular Associated Troupers  
106 E. Washington, Los Angeles**

SAN FRANCISCO, Aug. 2.—Neill Robideaux, first vice-president, presided at the recent meeting. Also on the rostrum were Clarence Allton, treasurer; Marie Bailey, secretary; Maybelle and Frank Bennett, Babe Miller and Sis Dyer.

Reports were given by the following: Martha Levine, membership; Marie Bailey and Harry Guillen, publicity; Emily Bailey and Harold Robideaux, house board, and Lucille Dolman, bazaar.

Grace DeGarro, Mary Ludington and Billie Sucher were reported ill. Jenny Perry has regained her health sufficiently to enable her to return to the road.

An article donated by Mora Bagby netted the sick and relief fund \$8 and was won by Jimmy Dunn. Jennie Riegel donated a boudoir doll which will be raffled for the bazaar.

Maybelle Bennett gave an account of her trip to Yakima to visit Harry and Marge Chipman on the opening of their Circus Inn there. Sis Dyer reported on her trip to Northern California, and Nancy Meyers brought news of the various shows she and Bill visited on their trip north.

Others called on for remarks were Frank Bennett, Babe Miller, Sam Dolman, Tillie Palmateer, Cecilia Kanthe, Moxie Miller, Eve Scott, Bill Meyers, Vivian Gorman, John Lorman, and Johnny Castle. Door prize was won by Vivian Gorman.

Communications have been received from Jack and Martha Kenyon, Peggy and Tom Bailey, Max and Virginia Sharp, Marge and Harry Chipman, Show Folks of America, Harry Quillen, Sammy Correnson, Peggy Blondin and T. Dwight Pepple.

Everyone was grieved to learn of the death of Leo Blondin.

**Miami Showmen's Association  
236 W. Flagler St., Miami**

MIAMI, Aug. 2.—Bids are being received for the decorating and reconditioning of the clubrooms, which will be in spic and span condition when members return from the road in November.

Bill Tucker, off the road the last few years, visited the clubrooms and reported excellent fishing off the Florida Keys. Daniel McNamara, of the Florida Amusements, returned from the road and will go into business here. Bob Flynn, now assistant manager and steward at the Elks Club in Lakeland, Fla., visited the rooms.

George A. Brautigam, club attorney, has been appointed municipal judge for Miami. Sam Prell returned here for a short visit and to attend to some business matters. He left again for his winter quarters in Charleston, S. C. Another clubroom visitor was Jack Wallace.

Mail is being held here for Lew Bernstein, Herman Binder, Sidney Daniels, Leo Hirsch, Joseph John Dion, Bert Dewitt, Morris Friedenheim, Aaron Katzen, Johnny Lash, Ed Leslie, Gibson R. Lawrence, J. H. McNicholas, Horace George McGinley, Roy G. Meyers, Paul Ollis, Johnny Obeleicki, Frenchy Schwacha, Harry Williams, Morris Winniman and Herman Weiner.

Dues are now payable. New membership cards are ready.

**Show Folks of America  
1839 W. Monroe St., Chicago**

CHICAGO, Aug. 2.—The regular monthly meeting will be held Tuesday (19). There will be no meeting of the board of directors until September and no social in August.

Rose Page, manager of the Ann Lynch Home, maintained by showfolks, leaves for a Los Angeles vacation shortly. Those interested in the proposed Los Angeles chapter should get in touch with her at 1117½ Bron-

son Avenue, Los Angeles, about August 20.

Nellie Grosch, herself recently off the sick list, reports Laura Roth Young is in the Cook County Sanitarium, Cottage 9, Chicago; Mother Snow is in County Hospital; Lefty Lorenzo and Joicey Gray are on the mend; Yvonne Farrai is ill at her home in Barrington, Ill.; Frank Shannon is okay again, and Mabel Davis is up and around again.

Everyone grieved to hear of the passing of Joicey Gray's brother.

The Stanley Sisters, Mrs. Briggs and Mrs. Granfield are vacationing in New York. Arthur May and the Kilduff Sisters are in Wisconsin Dells. Mr. and Mrs. Darrel Lyall are at McCollum Lake and Jane Schoef-

fer and son Jack, are vacationing in the East. Chet Gates, SFA member from Florida, is vacationing in Chicago.

The entire silver parade for the July meeting was forwarded to the Damon Runyon Cancer Fund thru Dale Harrison, of *The Chicago Sun*.

**DUE TO ACCIDENT  
WILL BOOK ELI WHEEL**  
Join on wire. Long-term contract if desired. Downtown. No gate. Grift or passes. Business good.  
**AMERICAN LEGION BEACH FUN PARK**  
631 West Beach Phone 616 BILOXI, MISS.

**LANCASTER, N. H., FAIR**  
AUGUST 29-30-31-SEPTEMBER 1  
**WEYMOUTH, MASS., FAIR**  
SEPT. 14-15-16-17-18-19-20  
**WANTED**  
CONCESSIONS—SHOWS  
Address  
**LAGASSE AMUSEMENT COMPANY**  
12 Whitcomb Street Haverhill, Mass.

**ROYAL AMERICAN SHOWS**  
WORLD'S LARGEST  
(AND MOST BRILLIANTLY ILLUMINATED MIDWAY)  
Want To Join on Our Arrival in Superior, Wis., August 11  
**HELP HELP HELP**  
Help for all Rides, Tractor Drivers, Polers and Chalkers for Train, experienced help in all departments.  
All address  
**CARL J. SEDLMAYR, Mgr.**  
Fort William, Ont., Can., Aug. 4-9; Superior, Wis., Aug. 11-17

**GIRLS WANTED**  
FOR GIRL SHOW, POSING SHOW AND HAWAIIAN SHOW  
Top salaries, wardrobe furnished, staterooms available.  
All answers  
**J. SCIORTINO**  
World of Mirth Shows, Bangor, Me.; next week, Skowhegan, Me. Wire or come on.

**WANTED**  
First and Second Men for Loop-o-Plane, also other reliable Ride Help. Wanted To Buy—Rides. State price and condition.  
**NORTHWESTERN AMUSEMENT CO.**  
810 BROADWAY TOLEDO 9, OHIO

**PEARL CITY SHOWS**  
**WANTED WANTED WANTED**  
Attention: Fair Secretaries and Street Celebration Chairmen. Have opening August 17 to 23. 5 Rides and Concessions. Wanted—Second Men on all Rides. No boozers or chasers need apply. Wanted—Mechanical Show, Fun House and Wild Life Show. Have some Concessions open for Columbus Junction, Louisa County Fair, Iowa. Wire or write  
**BLANDINSVILLE, ILL., THIS WEEK; THEN AS PER ROUTE.**

## BULLOCK AMUSEMENT CO.

**WANTS FOR THE LILLY REUNION  
AT FLAT TOP, W. VA., AUGUST 15-16-17**

Legitimate Concessions. Popcorn, Candy Apples, Snow Cones, Cotton Candy, Scales, Custard, Pitch-Till-You-Win all open. Want Snake Show or Pit Show. No girl shows. We carry no racket, no gate. Boone, North Carolina, this week; Flat Top, West Virginia, week August 11. Other good spots to follow.

## Marshall County 4-H Free Fair Argos, Ind., Aug. 12-16

The best, most consistent money-getting 4-H Fair in this territory. All classes of prizes and big events like a State Fair. Exceedingly popular with the public with past record of meritorious attendance. CAN PLACE: Legitimate and Catering Concessions except Corn Game and Custard. Preferred locations available.

SHOWS: Excellent opportunity for Fun House, Monkey and Mechanical City.

**START YOUR WINNING FAIR SEASON NOW**

*W. G. Wade Shows*  
UNIT NUMBER TWO

Rochester, Ind., This Week

Wabash County 4-H Free Fair (Wabash, Ind.) Follows Argos

## ROBERT STIRLING SHOWS WANT

Rides: book any not conflicting. Concessions, any Hankey Pank, one Lay Down Skillo or Wheel Swinger, Pan Store or Rat Joint. Shows, any of merit with own outfit. Agents, percentage dealers. Preceding wanted for best Labor Day spot in section. You will work if you can take orders. Wire care Western Union, New Brunswick, N. J.

## WILL LEASE OR SELL

ACCOUNT ILL HEALTH

### TO RESPONSIBLE PARTY

Five thousand deposit required for lease; ten thousand will handle sale, balance notes. Seven-Ride Show with 25 or more office-owned joints. Others booked. 4 Shows, extra tops, etc. Light plants, 20 trucks (A-1 shape), office trailer. Route booked. Attractive proposition to right party. Immediate possession. Contact

BOX D85

CARE THE BILLBOARD, CINCINNATI 22, OHIO

## Wants—JACKSON AMUSEMENT CO.—Wants

Few more legitimate Concessions, no Gypsies, for week August 11th, Fairbluff, N. C.. Heart of the Tobacco Belt. I want to thank the many Ride owners and complete Shows that answered my recent ad in The Billboard.

Address All Mail To

**MURRAY JACKSON  
BENNETTSVILLE, S. C.**

## HELP WANTED HELP

COUNTERMEN FOR JACKIE'S BINGO. TOP SALARY AND BONUS  
Albion, N. Y., August 4-9; Syracuse, N. Y., August 11-16

**J. J. HORNFIELD**

c/o FERRIS RIDES

ALBION, N. Y.

## FROM THE LOTS

### World of Pleasure

IRONWOOD, Mich., Aug. 2.—Altho business was off 25 per cent from last year, stand here the week ended July 20 was rated satisfactory. Silodrome, operated by Clarence Sayre, joined and had a good week.

Lentini's Side Show continues to pack 'em in, and Sigrid Sorenson's *Girls on Parade* continues to pace the shows. Mellen's midway cafe continues its popularity with the show personnel.

Gin rummy customers passed up the game in favor of deep-sea fishing. Bill Rice, Fat Norton, Joe Quinn and Amnel Garcia reported the biggest catches.

Clark Davies and Scotty Nelson, chief mechanics, have the rolling stock in top condition. Obie Bauer and Raymond Cooper have the electrical equipment in readiness for the fairs. The paint department has been putting on finishing touches in preparation for the opening of the fair season.

The Sensational Royals, free act, have been scoring. After the Sheboygan, Wis., date, they will leave to make Southern fairs.

Recent visitors included Mr. and Mrs. Ben Sawyer, of the Saginaw Fair; Harold Lindsay, of the Upper Peninsula State Fair, Escanaba; Mrs. Don Bishop and Peggy Cohen.—E. C. MAY.

### Hill's Greater

CHADRON, Neb., Aug. 2. — The Range Day Rodeo at Rapid City, S. D., proved a big success. The midway was packed each night and the weather was good with the exception of one night.

The Pretzel led the rides, followed by the Flying Scooter, Octopus, Rolloplane, Ferris Wheel, Merry-Go-Round, Dipsy-Doodle, Fly-o-Plane, the Silver Streak train and the two baby rides. The Girl Show paced the shows, followed by the Side Show and Wild Life Show.

Mrs. H. P. Hill was given a surprise birthday party by her husband. Guests at the party were Mr. and Mrs. Clyde Hill, Mr. and Mrs. Art Martin, Mr. and Mrs. J. H. Guyton, Mr. and Mrs. Jack Graves, Mr. and Mrs. Dick Havina, Mr. and Mrs. Floyd Sanders, Mr. and Mrs. Clyde Runnells, Mr. and Mrs. Olen Byers, Charley Guyton, Kenneth Guyton, Tommie Briggs, Walter Hall, Carl Byers, C. E. Williams, Mrs. Alma Coleman, Bonnie Holifield, Mr. and Mrs. H. N. (Foots) Reeves and Mr. and Mrs. Dave Chicholm.

### Mighty Page

MANCHESTER, Tenn., Aug. 2.—Barney Speers, general agent, arrived back on the shows with good news for the boss. He had seven contracts for fairs in North and South Carolina, plus a rodeo. Org recently added a Spitfire, giving the shows eight rides and two kiddie rides.

Frank Zorda Jr., after his sojourn in the army, two years of which were spent overseas, is managing the Side Show, owned by his father, and also handling the front gate. Madam Zolda continues to do good business with her Temple of Knowledge.

Rosa Lee Woods, armless wonder, celebrated her birthday with a party and was hostess to 50 guests. She received many gifts, among which was a new Ford, the gift of her husband, Eddie.

Mrs. Cole, operator of the midway cafe, returned to the org after a purchasing trip to North Carolina. Mrs. Cole recently erected a new 20 by 40 cookhouse, which seats 48 persons. She reports business very good.

### Silver Slipper

OWINGSVILLE, Ky., Aug. 2.—Org's stay here racked up the best business of any still date since spring. Shows were sponsored by the American Legion and co-operation was tops.

Shows got away to a good start, with opening night pulling a capacity crowd. Business continued big thru Saturday, with Saturday night giving the shows and rides exceptional business. Ferris Wheel, operated by Johnny Butler, and the Wild Animal Circus, operated by Billy Mayfield, were top money-getters.

Owner and General Manager William O. Hammontree purchased a Merry-Go-Round and three large light towers from the Johnny J. Denton Shows while playing at Morehead, Ky., giving the org four major rides.

Capitol City Shows and the Denton org were playing in the neighborhood during our stand here and many visits were exchanged. — JOHNNY BUTLER.

### J. R. Leeright

ARAPAHOE, Neb., Aug. 2.—Org was in here the July 4 week. Business for rides and shows was okay. Some of the concessionaires, however, reported poor business. Afternoon of July 4 failed to draw, but the night turnout was good. Spending was light.—SHERRY PEAVY.

NEW, NATIONALLY ADVERTISED IN POST, ESQUIRE, TIME, LIFE

## PACKARD TWIN DUAL MODEL 400 W. X. ELECTRIC SHAVER

SPECTACULAR, FAST ACTION, PUSH CARD DEAL **PROFIT over 55%**

Here's the "hottest deal" ever developed for live-wire operators! Features 2 ELECTRIC SHAVERS—the AC-DC "4-heads-in-line" PACKARD with 300% more hair-cutting action! Nationally advertised. Every man knows it—every man wants one!

READY-TO-OPERATE DEAL! STRIKING, COLORFUL  
PUSH CARDS INCLUDED! PROFIT OVER 55%

Card features mfrs.' strong guarantee! Entire deal set-up is a "natural" for fastest action! OPERATORS, LAY-DOWN MEN, CREW MANAGERS, this is b-i-g!

AMERICAN MDSE. CO., 17 STATE ST., NEW YORK 4



## MICKEY MANSION

WANTS

Side Show Acts for Johnny J. Jones Shows for 10 outstanding Fairs. Close November 15 in Florida. Outstanding feature Freak, salary \$150.00 per week or more; Sword Swallower, man or woman; good Fire Act, Joe Lewis and Norma, can place you; \$80.00 per week; wagon for living, Babe and Bob Keating. Good deal for these Fairs: St. Louis, Mo.; Memphis, Nashville and others. Ticket Sellers for my two shows, Monkey and Side Show; salary \$35.00; you get your money each week, rain, snow, good or bad, as in the past. Ask Ringnon Mack, Carl Holley, Jack Coddines, Frank Lentinna or others who know me. Wire or write, all answered.

**JOHNNY J. JONES SHOWS**

Alfamt, Ill., Aug. 4-9; followed by Jefferson City, Mo.

# DON FRANKLIN SHOWS

WANT for ten Fairs starting at the Hill Country Fair, Junction, Texas, next week; Gillespie Co. Fair, Fredericksburg; Kendall Co. Fair, Boerne; Floresville Peanut Festival; Wharton Co. Fair, Wharton; all follow in order. One outstanding Still Date, then five more of the best Fairs.

COOK HOUSE—JOIN NEXT WEEK, MUST BE A-1. CONCESSIONS—Novelties, Ball Games, Milk Bottles, Whiskey Bottles, Basketball, Hoop-La, String Game, Darts, Duck Pond, Slum Blower, Bowling Alley, Cane Rack. Positively no grift. Want Colored Performers to enlarge our Minstrel Show. Complete new show. Sure pay. Come on, will place you. SHOWS—Book 25%. 10-in-1, Monkey, Snake, Mechanical, Midget, Animals, Wild Life, no Girl Shows. RIDES—Will book 2 major Rides not conflicting. Will buy or book late model Addison-built Miniature Train. RIDE HELP—Second Men, Night Watchman, Searchlight Operator, Ticket Sellers. Agents for Stock Shows.

NOW SHOWING SAN ANGELO, TEXAS.

**DON FRANKLIN, Owner-Mgr.**

# HELLER'S ACME SHOWS

Featuring ZACCHINI CANNON ACT

The Only Act in This U. S. Shooting a Lady Over a Ferris Wheel

Wanted for this big date, Dover, N. J., Rack Track, on Main Highway. 5 minutes' walk from center of town. First carnival on this good location.

We have ten Rides. Enough, but want Shows of all kinds with complete outfits. Low percentage. Want good Ride Foreman and Help. Top wages to reliable Help. Lush reason for this ad. Want legitimate Concessions—Stock Wheels, Grind Stores, Cigarette Gallery, Pitch-To-Win, Photos, French Fries, Lead Gallery, Guess Age and Weight and others, but no Roll Downs, Gypsies or Gees. All address:

Washington, N. J., this week; then the big one, Dover, N. J., August 11th to 16th. All address:

**HARRY HELLER, Manager**

W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

Want Concessions for Bicknell, Knox County Fair, August 12-16; Corydon, Harrison County Fair, August 18-23, and for balance of season. Want legitimate Concessions. No flats or gypsies. Privilege on the above, \$3.00 per foot. Want Ride Help—Merry-Go-Round Foreman, Tilt Foreman and Second Men for Wheel, Octopus, Tilt, Roll-o-Plane. Come on. Salary tops and sure. Want Acts for Side Show. All replies wire

**W. R. GEREN, Owner**

Mighty Hoosier State Shows, North Judson, Indiana, this week.

# CAMEL TENTS NEW LOW PRICES

QUICK DELIVERY

ALL STYLES—Beautiful Colors



## FOR SALE—CHEAP

Candy Apple and Popcorn Concession complete. Easyway Frozen Custard, mounted on trailer with neon lighting. Stock Truck, G.I. 1941, with a winch; also Chevrolet Half-Ton Panel and International 1939. Can be seen in operation with the Mighty Van Dyke Shows, Chester, Penna., week August 4th; Cambridge, Md., week August 11th. Come and see this bargain. Reason for selling, going into other business. Write or wire

**MIKE BELDERES**  
AS PER ROUTE ABOVE

# CENTRAL STATES SHOWS

NOW BOOKING

For NEBRASKA'S BIG RODEO at Burwell, Neb.

Concessions and Shows with own equipment. Over and Under Dealer. Good route of Fairs and Celebrations to follow. Wire

HOXIE, KANS., RODEO, AUGUST 5TH TO 9TH.

# AMVETS' NATIONAL CONVENTION

Week August 11-16, Greensburg, Pa. Big parades. Automobile given away. All attractions furnished by Roof Garden Shows.

Want Tilt-a-Whirl, Octopus, Grind Stores. Les Reed wants Side Show People. This Show has had 14 successful weeks.

Everson, Pa., this week; Greensburg, Pa., Aug. 11-16. T. J. Cramblett, Gen. Mgr.

**ROOF GARDEN SHOWS**

## FOR SALE

New twenty by thirty Bingo, Grab Trailer. The above in operation, can be seen and booked on Parrish & McIntyre Shows. Also Fish Pond, Bowling Alley, Pop Corn, Snow Cone; all new canvas. Reason for selling, ill health. Will sell one Truck.

NEXT WEEK, CANDOR, N. CAR.

**TOM HALE**

## Golden West

SANTA CLARA, Calif., Aug. 2.—Shows closed here July 20, after a week of large crowds, good weather and top grosses. This was the second time this season that org has played Santa Clara, the previous stand also being a winner. A four-day Portuguese celebration, during which parades, dances and barbecues were featured, brought out the crowds who stayed to spend the money on the midway.

Gino Gardolla's ham-and-bacon wheel topped the concessions' take with Dave Kagen and Harry Dilbeck second.

Many visitors from San Francisco's Show Folks of America were on the midway during the stand. All were enthusiastic about the flash presented by the new Crime Show which opened here under the management of Mickey Hogan and Harry Dilbeck.

Org will play three more celebrations before starting a schedule of nine successive fairs.

Harry (Polish) Fisher, general manager, reports that the business as a whole is ahead of last year's, the still dates did not yield outstanding grosses. Credit for the good showing is given the fact that the org has played many more fairs and celebrations than previously and these without exception have been winners. Fisher believes that Western shows will have good going for the next three years in view of the numerous centennial celebrations planned to celebrate the gold rush days and California's admission to statehood.

## Lawrence Greater

NEW LONDON, Conn., Aug. 2.—The Lawrence Greater Shows bowed in the New England States in New Britain, Conn., Monday, July 21, on a new and muddy lot in the Kensington-Berlin area but played to a big week's business which doubled the take of any previous week of the season.

On the 100-mile run from Newburg, N. Y., one of the big van jobs was badly damaged but no one was injured.

Show was the first in New Britain this season, with the exception of the Coleman Shows, which winter there, and the people turned out and spent freely.

Mr. and Mrs. Bobby Gloth and Mrs. Mae Saffron visited from New York, as did Eddie and Lil Elkins. Harry Parker came down from Revere Beach, Mass., and Chet Brigham was over from New London, Conn.—HERB SHIVE.

## Fay's Silver Derby

MILLEDGEVILLE, Ill., Aug. 2.—After battling rain and soft lots for 15 straight weeks, shows finally hit pay dirt here. The top spot so far this year was Bushnell, Ill.

General Agent R. Kobacker has returned from an extensive booking trip and reports the shows are booked solidly until late November. Manager E. J. Fay is expecting early delivery on a new Octopus.

Concessionaires who joined recently are Duke Bierly, 4; Bill Handler, 4; Katie Lowe, 3; Harry Lewis, 2, and Tankersley and Edwards, 2; Clark's Funhouse also was added.

Mrs. E. J. Fay, secretary-treasurer, is on vacation.—SHORTY LOWE.

## La Cross Amusement

SPRINGFIELD, Vt., Aug. 2.—Owner-Manager Paul R. La Cross announces his org enjoyed a good week at Newport, N. H. La Cross has added one p.c. and two sets of diggers to his line-up and Mr. Buck, who has the Hog Show, added a Kilroy Show.

When the show played Waterbury, Vt., members of the shows hosted Owner La Cross at a party. Mrs. La Cross and children, Betty Ann, Robert and Paula, visited the shows several times recently.

## "AMERICA'S FINEST SHOW CANVAS"

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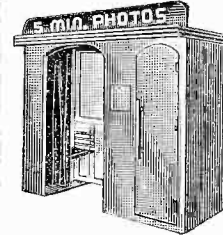
Send for Samples of Our Flashy Flameproofed Canvas.

TEST IT YOURSELF!

The Best Flameproofed Available. Forest Green, Royal Blue, Orange, Khaki

BERNIE MENDELSON—CHARLES DRIVER

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## PHOTO

Machines (all types)

Original

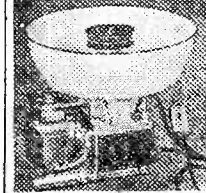
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ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So. Nashville 4, Tenn.

## WANTED

One feature Freak, two Novelty Acts; also Ticket Sellers, Bally Girls. Can place you. Also Working Men. Good treatment, salary, and means no pay-off in the dark here. Want Tattooer, 25%.

**CLAUDE BENTLEY**

JAMES E. STRATES SHOWS, Buffalo, N. Y. P.S.: Alice Burns, got your message. Contact me.

## FOR SALE

Three-Abreast 40-Foot Allan Herschell Merry-Go-Round, A-1 condition; also one brand-new Mills Five-Gallon Ice Cream Freezer and 14-Hole Cabinet. These articles now operating in Owasco Lake Park, Auburn, New York. Contact

**STEVE LAGROU**

Owasco Lake Park AUBURN, N. Y. Telephone 135732

## WANTED AT ONCE

Man to work on Animal Show. Jimmie Loyd, wire at once. Blackie not here.

**HARRY HARRIS**

JOHNNY J. DENTON SHOWS Shelbyville, Ky., Fair, This Week

## WANT

Octopus and Merry-Go-Round Foreman; Second Men on other Rides. Top salary.

**IMPERIAL SHOWS**

Knoxville Fair, Knoxville, Ill.

## CAN PLACE

Best Dealer, Cage and Over and Under Dealers, two Roll Down Agents, Lester Rice, wire. Bob Rubin, wire. Barton and Lyndonville, Vermont, Fairs and eight Fairs following. Address:

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Care Continental Shows Saugerties, N. Y.

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The new, two color printed "SNO-KONE" Cup.  
Time-tested Gold Medal Flavors  
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Send your next order to Gold Medal, get acquainted with Gold Medal's famous "all three." 1. TOP QUALITY. 2. LOW PRICES. 3. FASTEST SERVICE. Our big 44-page catalog will be sent upon request.

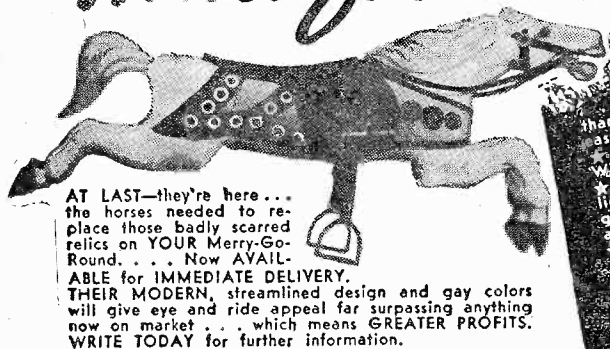
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## Horses for Sale!



AT LAST—they're here... the horses needed to replace those badly scarred relics on YOUR Merry-Go-Round. . . Now AVAILABLE for IMMEDIATE DELIVERY. THEIR MODERN, streamlined design and gay colors will give eye and ride appeal far surpassing anything now on market . . . which means GREATER PROFITS. WRITE TODAY for further information.

★ CAST ALUMINUM  
Lighter weight than wooden horses  
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Will last a life time  
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### FOR PROFIT AND FLASH THE SPITFIRE

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### THE GUIDING LIGHT

Brings crowds for miles around. Own a 1,750,000 candle power Searchlight, complete and ready to go, with rubber mounted trailer, 20 kw. portable Generator Set for \$1000.00. Immediate delivery. Other attractive Generator and Engine values.

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## WHEELS

Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cats, Hoopla Blotks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street

New York 11, N. Y.

## From the Lots

### Majestic Greater

ALBION, Mich., Aug. 2.—Week ended July 26, Majestic Shows wound up a satisfactory run at Adrian, Mich., auspices of the Marine Corps League. Weather was fair and business good. Altho off to a modest start Monday, July 21, spot proved okay from every standpoint, with Saturday (26) giving us the biggest gross in several weeks. The Uncle Harry Bubble Gum Day was promoted and netted good results.

The Moon Rocket crew set a record by tearing down and loading the ride in 2 hours, 40 minutes. All rides were down and loaded in three hours, the fastest tear-down this writer ever has seen.

The Perrys left to join the John R. Ward Shows. Franklyn Kersey, bingo manager, left for Georgia to join his wife. Leonard Gould, bingo owner, got it down in good shape. Leonard Tracy joined with Animal Show and two concessions. The Thomases are doing well with cookhouse. George Windham joined to take over the Motordrome.

Visitors included Bob Hallock, J. C. Weer, Sam (Pork Chops) Ginsburg, Mr. and Mrs. Joe Bennett, Freddie Cohen, son of front gate man, and Alex and Mrs. Goldstein, mother of the shows' owner. Mrs. Sam Goldstein and Mrs. Joe Martin, hospitalized in Detroit, are reported improving. Mrs. Frank Hamilton joined her husband. Irma Kane celebrated her birthday July 27.—HARRY E. WILSON.

### Playtime Amusement

HYANNIS, Mass., Aug. 2.—Both units joined here for a return engagement, and it proved a banner week. July 4 celebration proved the best since the opening April 17 at Manchester, N. H.

On July 18 Harry Edwards, formerly with Hunt Bros.' Circus, now clowning on the midway, took the show's personnel on a tour of the Hunt Circus when it played Chatham, Mass.

Marilyn Taylor is visiting her uncle, Dick Taylor. Capt. Duncan Fairlie, high diver, continues to hold the crowds each night.

Recent events included a birthday party in honor of Cynthia O'Neil, daughter of Mr. and Mrs. Frank O'Neil, flasher operators. Guests were Mrs. E. Burr, John Burr and daughter, Patricia; Mrs. Jack Poole, Mrs. Chet Mason, Mrs. Bob Nelson, who was celebrating her birthday at the same time; Malcolm, Shiela, Sammy, Sandra and Betty Fairlie, Bobby Mason, Bobby and Phyllis Nelson, Eddie Fuller, Bobby De Francisco, Jackie Helms, Billy Burr, Marilyn and Dick Taylor, Danny Ferris and Tommy McTeague.

While playing here, the shows added Will Hill's Elephants and Animal Circus as an added free attraction. Princess Goldenrod and her Indian Village joined here.—HARRY PEAREY JR.

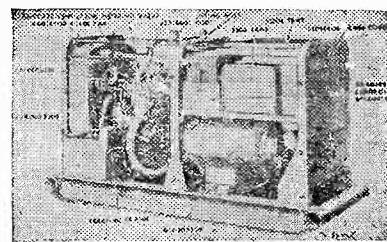
### Modernistic

PRESTON, Md., Aug. 2.—Midway here, altho extra large, couldn't accommodate the crowds after the parade, which high-spotted the stand here the week of July 21.

Parade was rated the largest ever held here. It included 72 fire companies and 12 bands and lasted 1 hour and 20 minutes. Cash awards were made on the lot by the firemen every night and there was one automobile giveaway.

Manager Johnny Keller beamed at the size of the parade and the turnout on the lot. All new ground cable, which arrived recently, has been hooked up.—BLACKIE HOLT.

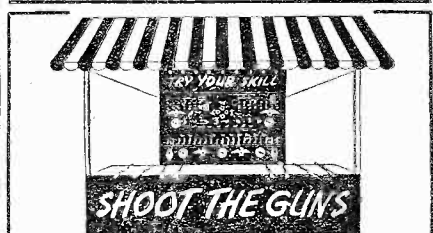
## New Gas and Diesel Electric GENERATOR SETS



50% off. 5 Kw. 110/220 V. 1 Ph. 60 Cycle Auto. Electric. BARGAIN 2.5 Kw. 110 V. 1 Ph. 60 Cycle. For bungalow 300 Watt 115 V. \$97.00. Also many other sizes with tools, spare parts. Export packed.

Immediate Delivery

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### SHOOTING GALLERIES

Complete line of portable and stationary galleries for immediate delivery. Have beautiful streamlined truck and semi-trailer bodies with built-in galleries. Have new rifles, loading machines and tubes for sale. Write for catalog.

**King Amusement Company**

32 Orchard Street Mt. Clemens, Michigan

### WANTED AT ONCE

Side Show People, Ticket Seller. Betty and Tex Yates, come on. Portland, Ind., this week; next week, Connerville, Ind.

**CARL J. LAUTNER**  
GOODING AMUSEMENT CO.

### FOR SALE

BRAND NEW 14-SEAT KIDDIE STREET CAR  
Complete with track, never used. Will take 1/3 less than cost. Come and get it.

**PHIL JACOBS, CHIPPEWA LAKE PARK, OHIO**  
Phone: Seville, Ohio, 2967

### WANT FERRIS WHEEL

For Autumn Festival sponsored by Lions, Firemen and V. F. W., Seville, Ohio, Sept. 17-20. Contact

**PHIL JACOBS**  
Chippewa Lake Park, Ohio  
Phone: Seville, Ohio, 2967

### WANT

One or two Kiddie Rides, Hurst, Ill., Aug. 4 thru 9, and balance of season. Also small Bingo and Hunky Panks that work for a dime. Stonefort, Ill., 49th Annual Reunion, Aug. 13 thru 16. Good big Labor Day Spot. All replies

**BURNS RIDES**  
As per route.

### BARLOW'S BIG CITY SHOWS

PLAYING CELEBRATIONS and Home Comings in the St. Louis area and Southern Fall Dates. Want Concessions and Ride Help. Address:

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PRODUCING AMERICA'S BEST  
Carnival and Circus Show

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For Ferris Wheel, Tilt-a-Whirl, Octopus. Must be experienced, sober, reliable. TOP SALARY.

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### CLOSING OUT! 16mm. & 35mm. SOUND PROJECTORS

Dozens of standard makes: RCA, Belhollow, Ampro, Victor, Simplex, Holmes, DeVry, \$89.50 up. Send for price lists. PA Systems with mikes, \$44.75 up.  
S. O. S. CINEMA SUPPLY CORP.  
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CLEAN AMUSEMENTS INC.

*you won't get stung!*

**WANTS WANTS WANTS**

—For Ten More Bona Fide Fairs—

1. Washington Co. Fair and Horse Show—Springfield, Ky.—Aug. 11-16
2. Marion Co. American Legion Fair—Lebanon, Ky.—Aug. 18-23
3. Barren Co. American Legion Fair—Glasgow, Ky.—Aug. 25-30
4. Humphrey Co. Fair—Waverly, Tenn.—Sept. 1-6
5. Hickman Co. Fair—Centerville, Tenn.—Sept. 8-13
6. Week of Sept. 15-20 Open
7. McDuffie Co. American Legion Fair—Thomson, Ga.—Sept. 22-27
8. Hancock Co. American Legion—Sparta, Ga.—Sept. 29-Oct. 4
9. Johnson Co. V. F. W.-American Legion-4-H Club Fair—Wrightsville, Ga.—Oct. 6-11
10. Warren Co. V. F. W.-American Legion Fair—Warrenton, Ga.—Oct. 13-18
11. Taylor Co. American Legion Fair—Butler, Ga.—Oct. 20-25

— 3 More Pending —

**CONCESSIONS**—For the first time in history of this show we will **BOOK ALL STOCK CONCESSIONS** for the balance of the season—\$35.00 per week—no Flat Joints, Percentage or Eating Stands. Wire deposit—Springfield, Ky., and you will be placed. No Western Union office here.

**SHOWS**—Will book any Show with own equipment and transportation—20% to office except Girl and Snake Show.

**RIDES**—Will book two more Rides for Georgia Fairs.

Route: RUSSELL SPRINGS, KY., AUGUST 4-9 (FAIR).

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### WONDERLAND

World's greatest assemblage of strange people and performances. Novelty Acts, Working Acts, Freaks strong enough to feature, Sword Act, Torture (Congo, Pierce, wire), Juggler, Strong Act, etc. Can place Magician strong with pitch—with sword box if possible. Walter DeLentz, wire. Want four A-1 Ticket Sellers who can make second openings.

— NEED BOSS CANVASMAN —

One who can do some building—go to work at once. Will pay first-class transportation to Toronto and return from Chicago for everyone. State your salary in reply. Red Friend, can place you; also Garrisons. Cliff Snow with Pin Heads, wire me. King Raymond, can plate you. All acts available now can work at RIVERVIEW PARK, Chicago, until August 20th; then Toronto. 3 big State Fairs to follow, including DALLAS, TEXAS, STATE FAIR.

All Reply

**RAY MARSH BRYDON**

Clarendon Beach Hotel, Apt. 201, Chicago, Illinois, until August 10th; then Royal York Hotel, Toronto, Canada, Aug. 11th to 22nd.

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high class midway attractions

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THE ONLY FAIR IN BRADFORD COUNTY

Want Concessions and Shows of all kinds. If you want a big week's work you get it here. What have you? Answer

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Week Aug. 4-9, Mt. Morris, N. Y.

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All steel observation car, suitable for use as a coach, diner, or private car. Outside length 88', inside length 82'. Equipped with 6 wheel trucks, 36" steel wheels, 5x9 axles. Steel sides and roof in good condition; inside of car in excellent condition. Will quote price and supply on request. Address

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## DOUBLE POPCORN OUTPUT POPCORN PROFITS

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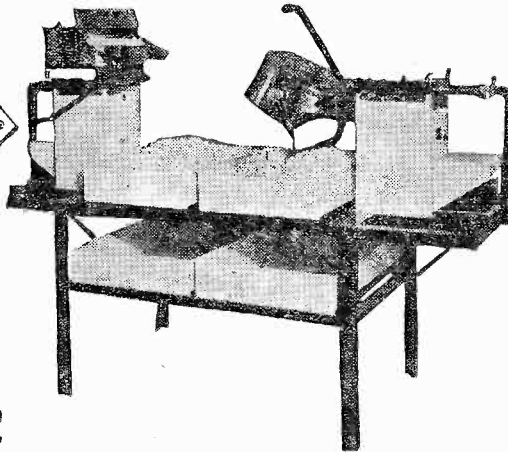
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Two improved Giant Model 41 Poppers mounted on a welded steel stand . . . Speedy, dependable large production poppers that pop twice as much corn as the single model. One operator should pop approximately 100 pounds of raw corn per hour. The popped corn is emptied into two removable steel trays

with perforated bottoms. A shake or two of the trays causes the unpopped kernels to fall through into drawers below. Used by wholesale operators everywhere. Machine operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra. Overall dimensions 78" long x 30" deep.

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QUEEN OF THE FLYING RIDES

## FLYING SCOOTERS

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE

CHICAGO, ILL.

## From the Lots

A. M. P.

MOUNT HOPE, W. Va., Aug. 2. — Cold weather marked the early part of the org's stand here the week of July 21. Toward the end of the week the temperature jumped and so did business. The previous stand at Richwood, a two-week engagement, proved the worst two-week stretch of the season; it rained daily.

Fred Webster joined with his Posing Show. Margaret Smith joined Johnny Ryan's Atomic Age Show. Mrs. Mike (Lucy) Hornick, wife of the Tilt foreman, returned from her Hazleton, Pa., home after a month's vacation, during which her mother, Mrs. Lillie Cressman, died and was buried July 22. Mrs. Hornick was accompanied on her return by her daughter, Loraine.

Jimmie Savage joined from Ponca City, Okla., with his 10-people Minstrel Show, as well as a six-piece band consisting of Frank Davis, electric guitar and emcee; Gus Rhodes, alto sax; Robert Taylor, pianist; Harry Claypool, second trumpet, and Sonny Fields, drummer. The chorus is comprised of Ruth Savage, lead; Ida Mae White, Ada Smith, Dawn Hollaway, and Jeannie Berry in the line, with Ida Mae White, blues singer; Hooks Royal and Robert Taylor, comics, and Savage as talker-manager. Charlie Allen Jr. is boss canvasman and Elizabeth Beatty is in charge of the wardrobe.

Visitors included John H. Marks; Jimmy Raftery, of the Raftery Shows; Mr. and Mrs. Herman Bantly, Mr. and Mrs. Happy Hawkins, L. C. (Ted) Miller, Harry Schrieber, George Miller, Bill Porter and Tommy Davis.

Donetta Podsobinski and Dorothy Craft have returned to their homes in Fincastle, Va. The writer expects to leave shortly for advance work on fairs, the first of which will be at Galax, Va.—G. C. MITCHELL.

## Virginia Greater

CAMBRIDGE, Md., Aug 2.—Satisfactory business in fair weather was snared here at the old fairgrounds the week ending July 26 under auspices of the Veterans of Foreign Wars. Monday night (21) it rained, but the remainder of the week was clear. Show jumped in here from Bel Air, Md., where it had battled rain and mud thruout its stand.

Recent visitors included Mr. and Mrs. George Brown, Baltimore, and Mr. and Mrs. Karl, Cambridge, relatives of Mr. and Mrs. Ed Curtin. Mrs. Francis Humphry, sister of Mrs. Rocco Masucci, and her son and daughter spent their vacations on the show. Frankie Carleo visited his Orange, N. J., home for several days. Mrs. Louis Augustino left for her home in Woodsville, Va., to enter a hospital there.

The billing crew of the King Bros.' Circus stopped over and paid a visit. Committee here under the chairmanship of Ray Buckley was extremely active and co-operative. Newspapers gave excellent publicity.

Friday and Saturday matinees have been getting good results. — H. W. (HAPPY) ARNOLD.

## Page Bros.

MOUNT PLEASANT, Tenn., Aug. 2. — Eddie Lemont's Minstrel Show accounted for its best week of the season here the week ending July 26. Stand was auspiced by the American Legion.

Joe Robertson closed to return to his Bear Creek, Tenn., farm to harvest the crops. Paul Pittman has five new joints. All trucks and rides have new paint jobs.

The writer, back in from a booking trip, has the show booked solidly thru the fall.—V. COLLIER.

## NEW RIDES FOR SALE!

10-Passenger Rocket Ride; Ferris Wheel, 6 cage (24 passengers); 10-Passenger Chairplane; 10-Passenger Airplane; 10-Passenger Auto Ride, complete with side wall and top; 8-Passenger Whirligig; 14-Passenger Street Car, complete with track; Water Boats and Tank; Power Boats; 2-Passenger Boats, speed or sail.

## GOOD USED RIDES FOR SALE!

Parker Two-Abreast (28 Horses and 2 Chariots) 40-Ft. Merry-Go-Round and Wurlitzer Organ, completely rebuilt. Century Flyer Train with 3 coaches and track, used very little.

The above property can be seen at 1220 So. Victory Blvd., Burbank, Calif.

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Sunshine Mfg. Co. makes delivery like the Sun On Time. Order Now. We are still able to make Spring Delivery. (Send \$1.00 for large photo and complete description.)

## WANTED

**BINGO CALLER,  
COUNTER MAN**

**DANNY BORSO**

Continental Shows,

Saugerties, N. Y., this week;  
Barton Fair, Barton, Vermont, next.

## UP-TO-DATE RIDEE-O

FOR SALE

\$4,500.00 or swap for 2 30' Semi Trucks. The Ridee-O is now in operation. Come and see it.

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31 N. Atlantic Ave.  
Daytona Beach, Fla.  
Telephone #2863-J

FOR SALE

## SUPER ROLLOPLANE

Complete. Ride in perfect condition. Can be seen in operation. Price, \$5,000.00.

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## WANTED

Have 8 Shetland Ponies, sweet arrangement, truck, equipment and Help wanted. Like to book with good Carnival going south.

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RYAN, IOWA

## WANTED FOR SIDE SHOW

HIGH CLASS MENTAL ACT

Must have own transportation. No Mitt Camp on Show. Also good Tattoo Artist. Address

**SAILOR KATZY**

c/o JOYLAND SHOWS  
Shelbyville, Ind., this week.



A. G. M. DIESEL-DRIVEN  
ELECTRIC POWER PLANT  
TAILORED TO SUIT YOUR NEEDS



Available in sizes of  
from 5 K.W. to 300  
K.W. Designed around the famous  
General Motors Diesel Engine. Com-  
plete with single bearing close  
coupled generators, large type instru-  
ments mounted on STAINLESS STEEL  
panels. Write for prices and details  
of the plant to supply your show with  
electricity.

**STEWART & STEVENSON  
SERVICES**

Anywhere  
SERVICE • PARTS  
Anytime

G.M. Diesel Engines  
Hallett Diesel Engines  
Continental Red Seal Engines

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**FOR SALE**

- 1 Eli 5 Ferris Wheel
- 1 Merry-Go-Round (3 Abreast)
- 1 Tilt-a-Whirl—7 Car
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**AMERICAN EAGLE SHOWS**

Open In Southern Missouri Sept. 8, playing  
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SHOWS, RIDES AND CONCESSIONS THAT  
DO NOT CONFLICT. No gypsies, no racket,  
no P. C. Address:

**DANNY ARNETT**

c/o The Billboard, 390 Arcade Bldg.,  
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**Priced For Quick Sale**

**\$4,750.00**

**8 TUB A-1 OCTOPUS**

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**FOR FRED SAWYER'S GAY NEW ORLEANS  
HEP CATS**

COLORED MUSICIANS—Can place good  
Risque Singer, Trombone Player, Trumpet, Sax  
and Piano Player, one good tap Dancer, Comic  
and Chorus Girls. Alcoholics, save stamps and  
wires. Following people get in touch with me:  
Stella Johnson, Norfolk Green, Tommy Moales,  
Shorty Harris, Jack Johnson, Martin Happy  
Talley. All wire me, will send tickets. **FRED  
SAWYER**, World of Mirth Shows, Bangor, Me.

COMPLETE PORTABLE  
(WITHOUT TRANSPORTATION)

**GLASS HOUSE  
FOR SALE**

Mirrors—Glass less than one year old.  
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**WANTS CUMBERLAND VALLEY SHOWS WANTS**

FOR THE FOLLOWING BONA FIDE COUNTY FAIRS THAT YOU ALL KNOW  
TRACY CITY, TENN., AUG. 11-16  
WINCHESTER, TENN., AUG. 18-23  
SPARTA, TENN., AUG. 25-30  
COOKEVILLE, TENN., SEPT. 1-6  
McMINNVILLE, TENN., SEPT. 8-13  
MANCHESTER, TENN., SEPT. 15-20  
FAIR PENDING, SEPT. 22-27  
ATHENS, TENN., SEPT. 29-OCT. 4  
LA FAYETTE, GA., OCT. 6-11  
SUMMERVILLE, GA., OCT. 13-18  
Will book a Roll-o-Plane, any Show with own outfit not conflicting with what we have. All legitimate  
Concessions open except Bingo, Popcorn, Novelties, Floss and Snow. Ride Men needed on all rides;  
no trucks to drive. Dick Wilson, contact me immediately. Address all mail and wires to:  
**ELLIS WINTON**  
MURFREESBORO, TENN., this week; TRACY CITY, TENN. (FAIR), next week.

**FOR SALE—THREE-ABREAST CAROUSEL**

Stationary Horses and Animals, in good shape, electric driven.  
Cheap for quick sale.  
**RUSSELL PYOTT**  
154 South Fifth Ave., Coatesville, Penn. Phone 0646.

**ROBERT A. SCHADE**

Contact me at once. Have good  
proposition for you.  
**DEE LANG**  
101 N. Broadway, St. Louis 2, Mo.

**COMPLETE GIRL SHOW  
FOR SALE**

Everything new and in perfect condition. Don't  
wait, come and look it over.  
**SAILOR KATZY**  
c/o Joyland Shows, Shelbyville, Ind., this week.



Four months ago we offered surplus Troop Kitchen Cars and Troop  
Sleepers for sale. All the Kitchen Cars were sold immediately; so were a  
large number of Sleepers.

A limited number of the Sleepers are still left. If you place your order  
at once your requirements probably can be filled—but don't delay too  
long!

**SLEEPERS ARE OF TWO TYPES:**

**Special Troop Sleeping Cars . . . \$2,880 each**

Sleep 30 people, 10 Simmons 3-  
tier complete bed units, 2 toilets,  
4 wash stands. Built by Pullman  
Standard Car Manufacturing Co.

**Special Troop Sleeping Cars . . . \$3,780 each**

Same features as above but con-  
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built later.

Prices F.O.B. track location  
Credit can be arranged  
No priorities needed

**Priority claimants have already had an  
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*These sleepers are the economical answer*  
to immediate railroad shipping requirements  
and emergency housing equipment. They can  
be altered at reasonable cost to serve as camp  
cars, or used in "head-in" service.

*Prices are on an "as-is-and-where-is" basis.*  
All cars are used, but they represent unusual  
values where space or rolling stock is required.

*Most of these cars can be inspected at Illi-  
nois, Illinois; arrangements may be made  
through the Chicago regional office of WAA.*

*Send purchase orders to Steam Equipment  
Section, Machinery & Industrial Equipment  
Division, Room 4524, Railroad Retirement  
Building, Washington 25, D. C.*

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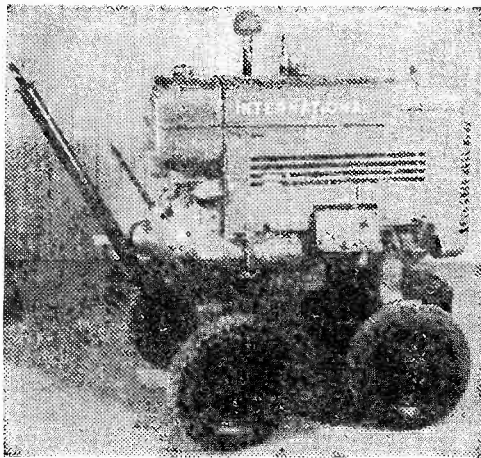
Customer Service Centers in these and many other cities.

**POWER UNITS FOR ALL TYPES OF RIDES**

**INTERNATIONAL LE ROI JEEP SPECIAL WISCONSIN**

- FOR:**  
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**IMMEDIATE DELIVERY**



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**From the Lots**

**Bright Lights**

VANDERGRIFT, Pa., Aug. 2.—Good stand here with Soldiers and Sailors Home-Coming Week featuring several special events, climaxed by a big parade Friday night (1). Midway was laid out in city park in the center of town.

Despite the prior appearances of two other shows, org did a very satisfactory week's business at previous week's stand in Beaver Falls, with heavy gates nightly and one of the best Saturday matinees of the season. Fair weather prevailed thruout.

Various departments are completing plans for innovations and additions prior to the fair season's opening Monday (11). Several new fronts and two new shows are being built. With 14 weeks of fairs, ending the week of November 10, org will have had one of the longest season's in its history.

F. C. Norton, master electrician, never has caused a single Monday night's delay in the opening of shows, rides or concessions. Danny Donnini, whose concessions enjoyed good business at Beaver Falls, is adding two new concessions to his string. Bobbie Heck, son of Lew Heck, assistant manager, continues with the show. Hattie Dolan and Mrs. Joe Rea went on a shopping spree.—MRS. H. C. KETCHAM.

**B. & V.**

HALLSTEAD, Pa., Aug. 2.—The only ones around the org enjoying the weather since the shows' opening April 12 thru close of the still date season here were Inky, Pinky and Dinky, pet ducks of Margie Van Vliet. Business at still dates was good, however, whenever weather permitted. First fair date starts at Owego, N. Y.

A big party was held July 23 to observe the birthdays of Mrs. Kitty Skillett, Mrs. Irene Burgess, Happy Carr, Ernest Gregory, Millard Finch, Henry Snyder and Cliff Schlier. A highlight of the evening was the farewell given to the Three Fearless Stars, who were closing to start their fair bookings.

Justin Van Vliet Jr. and Joseph Pendrak traveled to North Tonawanda, N. Y., to take delivery on a new Caterpillar, which was scheduled to be set up for the first time at the Owego Fair.

George Flager joined with his new circus. Recently Mr. and Mrs. Ernest Gregory received a new Superior house trailer. Personnel turned out for a house-warming, at which the Gregorys received many useful gifts.—QUEENIE VAN VLIET.

**Stafford's United**

CICERO, Ind., Aug. 2.—Org moved in here for a street fair, jumping from Indianapolis, where it played the Flanner House Fair at 10th and White River. At the latter spot 40 concessions, managed by Al Newburger, were in operation. Business was satisfactory.

Ralph Stafford, manager, now has seven rides operating. They are Merry-Go-Round, Roll-o-Plane, Octopus, Ferris Wheel, Chairplane and two kiddie rides. Included among the ride foremen are James Hart, J. H. Taylor and Arnold Rambo. Ten-in-One Show is operated by Wes Rambo.

Mr. and Mrs. Normaneen have purchased a new house trailer. Wilber Stevens is expected to join soon as a ride foreman.—J. H. TAYLOR.

**FLAMEPROOFED TENTS IN STOCK — ALL NEW**

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
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Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopors Flameproofing Compound.  
**Write Today**

**UNITED STATES TENT & AWNING CO.**  
 2315 21 W. Huron CHICAGO 12  
 Chicago's Big Tent House Since 1870

**SIDEWALL NEW WATERPROOF FLAMEPROOF**

Following finished sizes, complete with Grommets. Made of double filled duck or twill.  
 6'x100' ... \$54.56 8'x100' ... \$80.00  
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 Made in any length at the above rate per running foot.  
 Satisfaction Guaranteed—Prompt Delivery.  
 "If It's Made of Canvas, We Make It"  
 25% deposit—balance C. O. D.

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**SHOW CIRCUS CONCESSION TENTS**

MERRY-GO-ROUND  
**CENTRAL Canvas Company**  
 HARRY SOMMERVILLE—FOREST GILL  
 121 West 8th Street Kansas City 6, Mo.

**TENTS**

Concession, Khaki, Immediate Delivery.  
 8x10, 8x12, 10x12, 10x14. Also Four-Way Joints, 8x8, 10x10, 10x12. Roped Tents, 20x30 to 40x70. Orange, Green or Blue to order. Change Aprons and Sidewall. Order Now.  
**D. M. KERR MANUFACTURING CO.**  
 1954 W. GRAND AVE. CHICAGO 22

**TENT SALE TOP ONLY**

New 20x52 ... \$95.00 Used 20x52 ... \$65.00  
 New Sidewall, 10 ounce flameproof, waterproof, olive drab, 7x10 ... \$56.00 8x100 ... \$64.00  
 1/3 Deposit required.

**MAIN AWNING & TENT CO.**  
 230 Main St. Cincinnati, O.

**1st & 2nd MAN WANTED**

ON TILT-A-WHIRL  
 Write, Wire or Phone  
**SAM MENCHIN**  
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**TINI HOME**

13-Ft. Body—\$1,095.00. Big Value.

**GRASS TRAILER SALES**

314 E. 6th St., Des Moines 9, Iowa  
 Branches in 21 Cities. Write for nearest location.  
 One-Week Delivery Anywhere in U. S.

**VIRGIL TALLEY WANTS AGENTS**

For Pan Game, Pop Corn, Ball Game, Bowling Alley, Able, Aug. 2-3; Friend, 5-6; Fairmont, 7-8; Lind say, 12-13; all in Nebraska.  
**STRONG'S AMUSEMENT CO.**

100 per cent location for Amusement Park, Drive In Theatre, Roller Skating Rink, Dance Hall, Bowling Alleys or any other recreation. Half million people within 12 miles to draw from. Location in center of population. Six miles from the Capitol. Hartford Conn., on Berlin Turnpike No. 7, U. S. Highway. If interested and able to finance address:  
**R. GLOTH**

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**Blue Ribbon SHOWS**

**WE HAVE CONTRACTED SEVERAL FAIR DATES IN FLORIDA—MORE TO FOLLOW . . . OUT ALL WINTER**

WANT Man to operate completely equipped Snake Show. Must understand Snakes. Organized Minstrel Show. Have 35x70 Top ready for operation. Bus to accommodate 23 people. Penny Arcade. Any attraction that doesn't conflict with what we have. WANT Foremen for Ride-o and Chair-o-Plane. Help for other Rides—prefer semi-drivers. WANT Girls for Ball Games, Agents for Roll Down, Razzle-Dazzle, Fish Pond. Can place Guess Your Age, Scales, Photos, Novelties, Candy Apples, Cork Cigarette Gallery, any kind of Slum Stores. Art Price and Charley Bailey, come on; will place you. Anderson, Ind., this week; then Benton County Free Fair, Boswell, Ind., Aug. 11 to 16.

**T - E - N - T - S**

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
 khaki, blue, olive, baker bold stripe

**Jimmy Morrissey**  
**ALL-STATE TENT & AWNING CO.**  
 300 E. 9th St. Phone: Harrison 6867 Kansas City, Mo.

**TENTS**

All Sizes—NEW AND USED—All Styles.  
 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

SEND FOR USED TENT CATALOG  
**E. G. CAMPBELL TENT & AWNING CO.**  
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**TENTS**

TENTS—Concession, Cypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

**ANYTHING IN CANVAS**  
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**TENTCO CANVAS, INC.**  
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**FOR SALE**

Platform Show built on Model A Chassis with combination living quarters. Length 30 ft. Suitable for single attraction or portable Cookhouse. Price, \$1,500.00.

**WANTED**

Small Addison Miniature Train. Must be in good condition and priced right.  
**WYATT SHEPHERD**  
 8074 Lorena Ave. Castro Valley, Hayward, Calif.

**BOOMERANG**

Unlimited Capacity — Repeater — Thriller  
 Write for Catalogue  
**U. S. RIDING DEVICES CORP.**  
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**FOR SALE**

One Trolley Car with 300' track, one 20' 8-seat Ferris Wheel, two Link Trainers. All in very good condition.  
 Price, \$4,000.00.  
 SEE OWNER  
 1415 10th St. Bakersfield, Calif.

### 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5.00 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6c.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. . . .58  
3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M 1.50  
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 7, 5 colors, loose, no pads, M 1.75  
Adv. Display Posters, size 24x36, Each .10  
Cardboard Strip Markers, 10 M for .75  
Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00  
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch, M .250  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

### W. G. Wade

MUSKEGON, Mich., Aug. 2.—Despite a storm which knocked out power lines one night, and a heavy rain another night, the stand here the week ended July 19 proved a winner. The Muskegon Township Fire Department, our sponsor, gave excellent co-operation, as did the local newspaper, *The Chronicle*, and two radio stations, WMUS and WKBZ.

When the city's power was knocked out, our searchlights went into action. The gates and rides were kept in operation and concessionaires turned to lanterns.

Notes on the ladies: Ruth Vitale and Helen Boswick take care of things at the front gate with Kay Foth in charge of the rear gate. . . . Mrs. Mildred Miller and Rene Crossland look after the red wagon and Margaret Davis is the cookhouse cashier. . . . Opan (Smitty) Frazer keeps busy preparing chicken for the boys. . . . Nellie Taylor looks after the music department for the Cavalcade of Freaks, with Lena Bligh doing the lecturing. . . . Peggy, Bessie and Mary Davis have taken up horseback riding during their offtime. . . . Marry Pasterczyk can be depended upon to get the boys on the twin Octopus a quick lunch. . . . Juanita Hennessey was spotted trying out the new Mercury. . . . The Stanley girls preside over the penny pitches, with the Stanko gals in charge of the French fries and Winnie Waznick in charge of the stock for the fish ponds.

Honey Lee Walker is supervising the work on the new drapes for the Hawaiian Show. . . . Louise Kirby is overseeing the painting of the beat-the-dealer stand. . . . Grace Brown was noted trying to drag little Carol away from the novelty stand. . . . Cecelia Liehman is teaching Marie to eat fire. . . . Helen Laskey was seen inspecting the new electric chair while Selia Young tried out the blade box. . . . Jahala Miller has her hands full trying to watch Michael, the baby, and the French Casino at the same time. . . . Mildred Wood holds forth at the Tilt ticket box, while Florence Shafer handles the box on the Merry-Go-Round.

Babe Pisira was busy the other day opening new stock for the gift shop. . . . Mildred Beach had a session with the dentist the other day. . . . Ruth Mamas, supervisor of the color game, reports receiving a letter from Helen, who is in Greece. . . . Maddie Rollins would like to know who spilled the paint on the trailer roof. . . . Silvia Warren and Priscilla Schaefer are ardent coffee drinkers. . . . Violet Exler finds it a tough job trying to get Rosy Lee to sleep. . . . Josephine O'Neil keeps busy with the popcorn stand.

If we missed any of the ladies, all we can say is they must have been at the movies the day we made the trip around the midway.—WALTER A. SCHAFER.

### Paramount Exposition

CONNELLSVILLE, Pa., Aug. 2.—Ray Flannigan, brother of General Manager Ralph Flannigan, who took over as press agent eight weeks ago, is credited with doing an excellent job. Among his publicity tie-ups was a bicycle give-away hook-up with merchants during the Clearfield, Pa., stand. Special kiddie matinees, with a free bike award, held each Saturday, are proving a big drawing card, attracting more than 15,000 children the past three Saturdays.

Ray is a Notre Dame graduate, with nine years of newspaper experience in Chicago, Denver and Los Angeles. He also edited a trade mag, *Display World*, and served in the publicity department of the Dallas office of the *Encyclopedia Americana*. During the war he served as technician with Consolidated-Vultee Aircraft.—BEN BRAUNSTEIN.

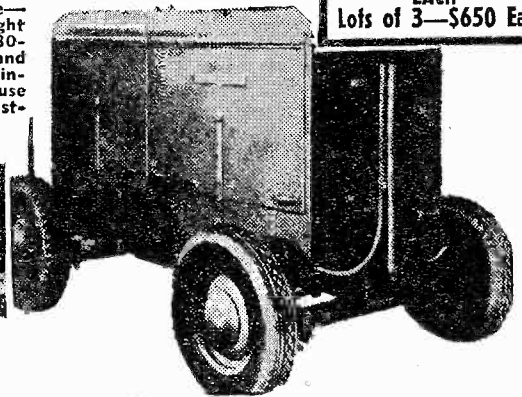
## GOVERNMENT PAID \$15,000 FOR COMPLETE UNIT . . . PORTABLE POWER PLANT

Same unit NOW

# \$695

EACH  
Lots of 3—\$650 Ea.

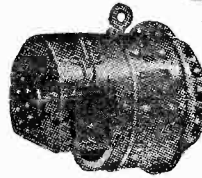
Mobile Tow Bar—72" Wheelbase—5 Ft. High—600x16 Tires—Tail Light—Hand Brake—Ford V8 Axels—30-Gal. Gas Tank—All Steel Frame and Chassis—Ideal for hundreds of industrial uses. Also suitable for use as Electric Welder with small adjustments.



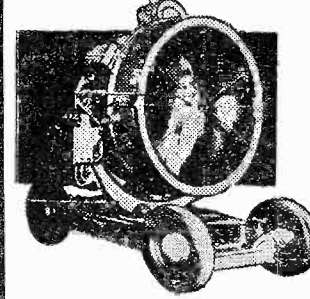
HERCULES 6 cyl. gas engine. Model JXD 4x4 1/2. Air cleaner—self starter. Westinghouse 3/4 HP fan motor. Six blade fan, 24" diameter. Operating panel, complete. Gas Gauge, Ammeter, Oil Pr. Gauge, Temperature Gauge, Tachometer, Choke Starter Button Throttle, 115V Plug, 115V Switch, Fan Switch (Winter, Summer), Ignition Switch, 6V Plug, Voltmeter, 115V; Amp-meter, 300 A; Rheostat, Main Switch.

Westinghouse Marine Generator. Type SK. Direct Current. Style 1B7494.

1100RPM, 16.2KW, 162Amp, 100 Volts.  
1400RPM, 24.8KW, 210Amp, 118 Volts.



### 800 MILLION CANDLE POWER SEARCHLIGHTS Complete With Remote Control Station



Mobile Unit has four 600x16 Tires. Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.

# \$349

 EACH

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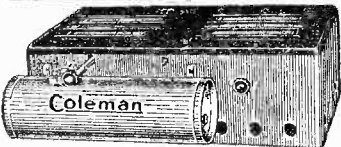
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NATIONALLY KNOWN ARTISTS  
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10,000 guests expected. Could run balance of week or three days before. Nice park, water and lights. Independent Rides and Concessions could be used. Write  
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**CHARLES LA CROIX**

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**SPONSORED EVENTS**  
Veteran, Lodge and Other Organization Festivities

**Berkeley Days Get 60,000; Joyland Augments Midway**

DETROIT, Aug. 2.—Berkeley Days Celebration at Berkeley, north-end suburb, drew an estimated 60,000 people Wednesday (July 23) thru Saturday. A new lot on Catalpa Drive was used, as the annual has outgrown the school yard where it was formerly staged.

Joyland Midway Attractions, with augmented attractions for this stand, offered a total of 8 rides, 2 shows, and 53 concessions. Rides did exceptionally well.

Free acts included Barbara Dugan's dog and pony show, and Speedy Phoenix, high diver.

Event was extensively advertised in advance in community newspapers and thru window cards and posters. A series of band concerts, the selection of a queen, and Children's Day Saturday kept patronage up.

**Attractions at Cochranville**

COCHRANVILLE, Pa., Aug. 2.—Attractions at the Cochranville Fire Company's carnival the past week were Warren Mercer's Royal Ramblers, Thursday (31); The Wyomissing (Pa.) band, Friday (1), and Sambo and Rastus, blackface comedians, Saturday (2).

**Wethersfield Plans Fete**

HARTFORD, Conn., Aug. 2.—Plans are under way for the second annual Mardi Gras sponsored by the suburban Wethersfield, Conn., Fire Department and the Colonel John Chester Fife and Drum Corps, September 15-20.

**Dixieland Corker Set for Wis. Event**

SHEBOYGAN, Wis., Aug. 2.—Mel (Sambo) Hummitchsch's Dixieland Minstrels have been contracted by the Manitowoc (Wis.) Central Labor Council to put on a two-hour show August 21 in Lincoln High School Auditorium there in connection with the town's two-month marine and malting centennial, according to Hummitchsch.

Carrying 21 people and a seven-piece band, the Dixieland Minstrels have had a full season of picnics, reports Hummitchsch, who manages the troupe and works as one of four end men. They have already been contracted for a number of indoor dates this fall.

**St. Rocco Celebration Set Aug. 11 at Pen Argyl, Pa.**

PEN ARGYL, Pa., Aug. 2.—The annual St. Rocco celebration will be held in Weona Park here August 11-16. In addition to rides, shows and concessions, features will include Willard, the magician; the Nazareth Cornet Band, the Tumbling Nemos, the Swingetts, girl orchestra; baby parade, pet parade, amateur contest and fireworks by the Colonial Fireworks Company, of Hoboken, N. J.

**Hunt Bros. Will Play Atlantic City Aug. 18**

ATLANTIC CITY, Aug. 2.—Resort officials relaxed a long-standing ruling and this week granted permission for a circus to pitch its tents near the resort. As a result, Hunt Bros. will come here for a full week, starting August 18, under the sponsorship of the Kiwanis Club, of Atlantic City. Show will be staged on the show grounds in Ventnor Heights along North Dorset Avenue.

**Stepney, Conn., Event**

STEPNEY, Conn., Aug. 2.—Annual carnival of the Stepney Volunteer Fire Department will be held here August 7-9. Monroe Fire Department will assist the local firefighters in staging the event.

**Wilton, Conn., Skeds**

WILTON, Conn., Aug. 2.—Annual carnival of the Wilton Fire Department will be held on the town hall grounds here August 6-9.

**Fair Dates**

(Continued from page 54)

**OREGON**

Gresham—Multnomah Co. Fair Assn. Aug. 18-24. A. H. Lea.  
Monmouth—Polk Co. Fair Aug. 21-23. Joseph Wills, Dallas.  
Prineville—Crooked River Fair Assn. Aug. 22-24. Jerry Breese.  
Saint Helens—Columbia Co. Fair. Aug. 21-23. Ralph Langdon, Scappoose.

**PENNSYLVANIA**

Carlisle—Carlisle Fair Assn. Aug. 18-23. W. G. Morrison.  
Centre Hall—Centre Co. Fair. Aug. 23-28. Mrs. Samuel Grove.  
Dayton—Dayton Agrl. Assn. Aug. 19-23. Mrs. Maine Jordan.  
Greensburg—Harold Community Fair. Aug. 21-23. R. M. Zundel.  
Jennerstown—Jenner Fair Assn. Aug. 19-23. Edward Friedline.  
Kutztown—Kutztown Fair Assn. Aug. 18-23. Elmer A. F. Kline.  
Meadville—Crawford Co. Fair. Aug. 19-22. L. O. Hotchkiss.  
Mercer—Mercer Central Agrl. Soc. Aug. 19-23. Harry Moore, R. D., Sharon.  
Troy—Troy Fair. Aug. 19-23. H. D. Holcombe.

**SOUTH DAKOTA**

Nisland—Butte Co. Fair. Aug. 21-23. C. Hulce Eide.  
Onida—Sully Co. Fair Assn. Aug. 21-23. John F. Neu.

Sioux Falls—Sioux Empire Fair Assn. Aug. 19-24. Al Halverson.

**TENNESSEE**

Gallatin—Gallatin Colored Fair. Aug. 21-23. Edward V. Anthony.  
Lebanon—Wilson Co. Fair. Aug. 20-23. A. W. McCartney.  
Murfreesboro—Rutherford Co. Colored Fair. Aug. 21-23. A. D. Washington.  
Winchester—Franklin Co. Fair. Aug. 21-22. Floyd Anderton.

**TEXAS**

Fredericksburg—Gillespie Co. Fair Assn. Aug. 22-24. Gilbert Kaderli.

**UTAH**

Kaysville—Davis Co. Fair. Aug. 20-23. Ellen Agren, Farmington.  
Tremonton—Box Elder Co. Fair. Aug. 21-23. Robert H. Stewart, Brigham City.

**VERMONT**

Hartland—Hartland Fair. Aug. 20-22. M. P. Rogers, Woodstock.  
Lyndonville—Caledonia Co. Fair. Aug. 21-23. A. E. Donahue.

**VIRGINIA**

Lynchburg—Lynchburg Agrl. Fair. Aug. 18-23. L. H. Schrader.  
Tasley—Tasley Fair. Aug. 20-23. J. Edgar Thomas, Accomac.

**WASHINGTON**

Chehalis—Southwest Wash. Fair. Aug. 21-24. Vernon J. Zerwekh.

**WEST VIRGINIA**

Lewisburg—State Fair of W. Va. Aug. 18-23. Robert E. Sydenstricker.  
Sutton—Taxton Co. Fair. Aug. 18-23. Earle Morrison.

**WISCONSIN**

De Pere—Northwestern Wis. Fair. Aug. 20-24. William S. Klaus.  
Gillett—Oconto Co. Youth Fair. Aug. 22-24. Emery J. Ansoerge.  
Granitsburg—Burnett Co. Fair Assn. Aug. 21-23. Ray G. Lidbom.  
Hayward—Sawyer Co. Fair. Aug. 21-24. J. K. Walker.  
Ladysmith—Rusk Co. Fair. Aug. 19-22. P. J. Manning.  
Mondovi—Buffalo Co. Agrl. Soc. Aug. 23-26. J. V. Wyclan.  
Phillips—Price Co. Fair. Aug. 21-24. P. W. Heath.  
Spooner—Washburn Co. Fair Assn. Aug. 18-20. W. H. Dougherty.  
Sturgeon Bay—Door Co. Fair Assn. Aug. 21-24. John H. Miles.  
Wautoma—Waushara Co. Fair Assn. Aug. 21-24. H. N. Haferbecker.  
Webster—Central Burnett Co. Fair Assn. Aug. 18-20. R. E. Krause.  
West Allis—Milwaukee—Wisconsin State Fair. Aug. 16-24. Ralph E. Amann.

**WYOMING**

Afton—Lincoln Co. Fair. Aug. 22-23. Orrin Jenkins.  
Casper—Central Wyoming Fair & Stock Show. Aug. 19-22. H. L. Rains.  
Lusk—Niobrara Co. Fair. Aug. 22-24. Dale C. Windom.  
Powell—Big Horn Basin Fair. Aug. 21-23. R. A. Roney.

**CANADA**

Albany, B. C.—Albany Agrl. Assn. Aug. 21-23. Port Alberni, B. C.—Alberni District Fair Assn. Aug. 21-23. George A. Scott.  
Kenora, Ont.—Kenora Agrl. Soc. Aug. 21-22. Gerald F. Bourke.  
Ottawa, Ont.—Central Can. Exbn. Assn. Aug. 18-23. H. H. McElroy.  
Toronto, Ont.—Canadian National Exbn. Aug. 22-Sept. 6. Elwood A. Hughes.  
Ayers Cliff, Que.—Stanstead Co. Agrl. Soc. Aug. 21-23. M. B. Corey, Hatley.  
Cookshire, Que.—Compton Co. Agrl. Soc. No. 1. Aug. 18-20. W. S. J. Hoegman, Bircaton.  
Montmagny, Que.—Montmagny Agrl. Soc. Aug. 21-24. Paul Carignan.  
St. Bruno, Que.—Chambly Agrl. Soc. Aug. 20-21. Albert Bernard.  
St. Victoire, Que.—Richelieu Agrl. Soc. Aug. 22-23. J. U. Girouard, St. Ours.  
Sherbrooke, Que.—Sherbrooke Fair. Aug. 23-29. Marguerite St. Pierre.  
Trois Rivières, Que.—St. Lawrence Valley Exbn. Aug. 16-24. H. Paul Martin.  
Willingdon, Alta.—Willingdon Agrl. Soc. Aug. 19. S. D. Samoil.

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**CHESTER HUGO**  
Gothenburg, Neb.

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**AMERICAN LEGION HOME COMING**  
3 Days, Last Week in August.  
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**WANTED**

ACTS AND KIDDIE RIDES.  
Aug. 30th, 31st & Sept. 1st.  
Balancing Perch doing 2 acts. Animal Act with Trained Mule doing 2 acts. Write  
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Good clean Shows, Concessions and Free Acts for  
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Sept. 16-20  
**ELVIN R. LONG, Denver, Ind.**

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Would consider big organized carnival. No Junk, and must have Good Rides. Free Gates—No percentage Games.  
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**LABOR DAY WEEK**

3 OR 4 RIDES OR CARNIVAL

**JAMES RODGERS**

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# Hot Weather In Neb., Ia. Hits Cole Org

## Sioux City Temp 107

NORFOLK, Neb., Aug. 2. — Weather, with the thermometer hitting around the 95 mark, hurt attendance for Cole Bros.' Circus, especially at the matinee here Wednesday, July 30, but business at night was much better. Matinee was about a half house, with a three-quarter house on tap at night.

Sioux City, Ia., gave with two strong houses, which easily would have been capacity or overflow if it hadn't been for the weather. In the afternoon the temperature hit 107 and while it cooled some at night it was still on the hot side. Some 18 spectators were overcome by the heat.

It was the same story at Council Bluffs, Ia., with the 100-degree temperature hanging during the two-day stand. As a result, org netted a shade better than one day's biz in the two-day stand.

St. Joseph, Mo., proved better all the way around. The weather was ideal and business kept pace. Org had a full one at the matinee and an overflow at night. "It was the largest single day attendance we've had since Erie, Pa., early this spring," said Owner Zack Terrell.

Rain cut attendance at the matinee in Topeka, Kan., but it cleared early in the evening and a full house caught the night show. St. Joseph, Mo., gave with two straws, as did Lincoln, Neb.

Org is now using a midget and a giant as flack on the streets of each town during the morning hours. Col. Harry Thomas and Rose Westlake handle the midget-giant flack.

The Chambertys are temporarily out of the show, Johnny Chamberty suffering a broken hand.

# Del. Law Lowers Boom on King Bros.

DOVER, Del., Aug. 2.—While making the jump from Millville, N. J., to Dover, Del., Thursday morning (31), the entire convoy of trucks transporting the King Bros.' Circus was halted by Delaware State Police at Bishop's Corner and both cars and drivers were given a close inspection.

Six drivers were placed under arrest for driving without license or other violations and the circus management given more than 100 reprimands on defective equipment.

# Tige Hale Organizes Show For Florida Fair Dates

POMEROY, O., Aug. 2. — Tige Hale, owner of the Gold Medal Concert Band, now with Kline's Attractions, plans to play Florida fairs with his Gold Medal Circus next winter.

Hale is building his circus program around two family acts. Two clowns have been signed and Hale has leased a small elephant. Hale's band of seven, plus a calliope, will furnish the music.

# Sparks To Play Regina

REGINA, Sask., Aug. 2.—Bennie Fowler, contracting agent for Sparks' Circus, signed a Regina lot for August 18. At Moose Jaw, 45 miles away, city council okayed Sparks' request for August 19. Moose Jaw license is \$300. Show officials said they were unable to contract for Stevens Point, Wis., August 29 because a local celebration already was skedded for that date.

# Babe! Take a Bow!

DETROIT, Aug. 2.—"The guy wasn't drinking, just saw too many circus posters."

That's the way Lt. Alfred Keppen, of the Detroit Police, explained Vera Bryant's seeing a ferocious tiger snarling at him. Seems Bryant, 57, peeked out of his bedroom window the other day and saw a tiger snarling at him. He immediately called police and four carloads of officers, armed to the teeth, rushed to the neighborhood. The officers, who combed a mile-square area for more than an hour, encountered nothing more ferocious than an alley cat.

# Ideal Weather At Malone, N. Y. Aid to Dailey

MALONE, N. Y., Aug. 2.—Aided by ideal weather, Dailey Bros.' chalked up an excellent day's business here, registering a strong matinee and a full night house. Org was more than two hours late on arrival but matinee was only about 15 minutes late.

Playing Oakledge Field in Burlington, Vt., org drew two strong houses despite an all-day rain and a lot that was almost a quagmire. Performers worked under a terrific handicap and when it came time to move off the lot caterpillars and the elephants worked hand in hand to get equipment out of the mud. The Dailey org was the first to play Oakledge Field.

The first railroad circus to play St. Albans, Vt., in several years, org had a fair matinee crowd and a three-quarter night house. At Montpelier, Vt., org drew two full houses and at Woodsville, N. H., matinee was three-quarters and the night house a full one.

# Hamden, Conn., Lot Closed

HAMDEN, Conn., Aug. 2.—Circuses will not be permitted to show on the old lot here anymore because of an entrance bottleneck which measures only 16 feet. King Bros. recently failed to square for other exits from adjacent property owners.

# Big Show's Chi Arrival No Secret; Detroit Stand Okay

CHICAGO, Aug. 2.—Ringling Bros. and Barnum & Bailey Circus came back to the Windy City today for a nine-day stand, preceded by plenty of advance flack and billing. There were few, if any, among Chicago's populace that didn't know the Big One was in town. The first section of the Big Show arrived Friday morning (1), with the second section pulling in midway in the afternoon. The org came from Detroit, where its six-day stand, which closed Wednesday, July 30, was called good but by no means spectacular, speaking strictly from the amount of business chalked up. It was doubtful if the R-B show would hit the attendance mark registered in Chi last year when it was estimated 150,000 saw the 10-day 19-performance stand. Given the right kind of weather, however, some officials predicted the show would equal last year's attendance figure and may even better it.

# J. C. Harlacker Gets 200,000 in Six Days At Providence, R. I.

PROVIDENCE, Aug. 2.—J. C. Harlacker's annual Providence Shrine Circus at the Narragansett Race Track drew a record crowd of more than 200,000 this year. The show played six days, opening July 14 and closing July 19. Part of one matinee was washed out, but rest of shows went on as scheduled. Side shows and rides played to overflow crowds every night.

Circus performance, directed by Bob Robinson, featured 18 acts. They were Bob Gray and His Shrine Band, Will Hill's Dogs and Ponies, Stanley Beebe's Bears, the Rudy Rudynoff Family, Delton & Baily Sisters, Will Hill's Elephants, Watkins' Chimps, the York Bar Bell Troupe, Willie West & McGinty, the Aerial Ortons, Six Pages, Flying Duwards, Six St. Leans, the Four Jacks, Ben Dover, La Lage, Mark Huling and Sharkey, and the Billetti Troupe.

Side shows were the Howell Family, glass blowers; the Penobscot Indian Village, George and Dixie, Radio Show, and Herb Taylor and His Deep Sea Shell Divers.

# R-B May Have to Change Lot Site for Dallas Date

DALLAS, Aug. 2.—A petition has been filed and presented to city council here requesting that the Ringling Bros. and Barnum & Bailey Circus be prohibited from setting up its Dallas showing this fall at the north end of North Carroll Avenue, adjoining Coles Manor Place.

The new city zoning ordinance requires that the circus obtain a special permit from the city plan commission with approval of the city council.

Show was set up early on the parking lot south of Soldier Field and the matinee went off on scheduled time.

Estimated attendance during the Detroit stand was 78,000 for the 12 shows, a little more than half the 136,000 estimated attendance for 1946 when there were 18 shows in nine days. Opening at Detroit was light, with only a quarter house on tap for the matinee and a two-thirds house at night. The night shows, however, built up to near capacity the second night and the following nights were near capacity, with one night show being a turnaway.

## Fire Officials Watch

Attendance figures are based on the 8,500 official seating capacity of the tent here, and it was evident fire officials were seeing that this capacity was closely adhered to, with no standees allowed during the run. What brought this year's figure down was the light attendance at matinees, even on Saturday and Sunday.

Weather for most of the stand was ideal, altho it was threatening closing night. The final two days the thermometer hit the 90 mark.

Actually, the show didn't play Detroit this year, altho it played inside Detroit at the second stand in the island suburb of Highland Park. The first three days were at Ford and Wyoming roads on the west side, in Dearborn, and the second three days at McNichols (Six-Mile) and Oakland roads in the north end. The latter lot, unused for about 10 years, proved one of the handiest layouts the show has played here in a couple of decades from the standpoint of railroad accessibility, as the huge switch yards of the old Ford plant adjoin it.

A sidelight of the org's stand here, and one which gained the show plenty of national publicity as the story hit the wire services, was the story about the three small business women who bucked the Big Show and emerged as winners of the economic struggle. Pat Stewart, 11, her sister, Leona, 7, and Karen Thilson, 5, opened a lemonade stand on an orange crate strategically located in the middle of the entrance. Then the fledgling business firm began a price war with the big top by pegging their product at 4 cents a glass. The standard circus price is 10 cents.

The circus re-established its lemonade monopoly by buying out the pig-tailed merchants for three tickets to the big show.

# Beverly Org Holds Over To Play Brown City, Mich.

BROWN CITY, Mich., Aug. 2.—Beverly Bros.' Circus was rained out of its regular scheduled date here Friday July 18 but the management decided to hold over for a matinee only July 19 and then make the next town for a night show.

Show is routed thru the Eastern part of Michigan and will make spots in Ohio, Indiana and Illinois. Plans are to winter in Southwestern Missouri, according to Ernest Chadwell, general agent.



IN HIS FINAL "IN OUR OPINION" BROADCAST of the summer, George Cushing, WJR news head, used five clowns of the Ringling-Barnum circus, discussing serious current problems, at Cushing' round table. It is believed to be the first time clowns have appeared on a major forum type program. Left to right: Emmett Kelley, Cushing, Felix Adler, Paul Jerome, Paul Jung and Johnny Tripp. The broadcast took place Sunday afternoon July 17 in the clowns' dressing tent in Detroit.

## Ringling-Barnum

Here we are in Chicago for a nine-day stand, with the breeze from Lake Michigan keeping us cool. This will be our last long engagement before heading to other parts of the country for more one-day stands.

The midget softball team defeated the girls' team, 15 to 11, in one of the best games of the season. Prince Paul and Marcel Wolthing provided the comedy. The performers' team topped the ringstock's 10 Little Indians, 22 to 17.

In Detroit we had a new lot at Six-Mile Road and Oakland and it proved one of the dustiest of the season. Harold Alzanas was able to resume work in Detroit. Betty Reed and John La Flotte are recent newlyweds.

Visitors: Mr. and Mrs. Paul Gregory and daughter; Eddie, Dottie and Skeeter Ward; Oscar Jordan, Mr. and Mrs. Charles Jones, Mr. and Mrs. De Young, Dorothy Ringold, Mr. and Mrs. Pierre Herr, Edward Stinson, Mr. and Mrs. Bob Martin, Mr. and Mrs. Ralph Hunter, Mr. and Mrs. Al Martin, Mr. and Mrs. John Moran, Joe Remalette, Carl Ramsey, Mr. and Mrs. Clarry Bruce, Don Smith, Vern E. Woods, Joe Short, Virginia and Leonard Karsh, Dr. and Mrs. G. A. Brown, Mrs. Arthur Nelson, Blondie Powell and Cynthia Hines.

Around the lot: Heading for the lake with swim suits between shows is a Chicago must. . . . The August issue of *Coronet* magazine carries a picture, in color, of Paul Jerome, clown. . . . Mac McGowan closed the season in Lima, O. . . . The Free-Roll Club is in full swing in Chi and the midseason get-together will be at the Pink Poodle. Art Springer, who is now vice-president, reports new members will receive their cards. . . . Joe Short really received a welcome when he visited the lot. . . . The Behees's rest top is now known as Rosie's Flophouse because you can always find someone occupying the cot or cat-napping in the chairs.—MARY JANE MILLER.

## CLYDE BROS.' CIRCUS

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Opening Oct. 1st. Had 24 weeks last winter. Write

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8 Tigers and 4 Lions

Trainer—Joe Walch

Has a few dates open for the Fall and Winter Season—Starting October 1

Write immediately to

**BENSON WILD ANIMAL FARM**

HUDSON, N. H.

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Paste This in Your Ad-

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WANTED

**COMEDY BAR PERFORMER AND CATCHER**

For Trampoline Bar Act. As partners, share and share alike. Wire or write

**FLYING SULLYS**

Post Office Box 23, Flushing, N. Y.

## FOR SALE

4 Bucking Horses, extra good, 4 Bulls, 4 new Chutes, 1 Bucking Ford. Must sell at once.

**CHRIS CHURCH**

RT. 6, BOX 686 AKRON, OHIO

Phone: Copley 6314

## DRESSING ROOM GOSSIP

### Cole Bros.

The run from Des Moines to Kansas City, Mo., was 235 miles and we were in by 12 o'clock. To make it three restful days, the dressing room and cookhouse were just 50 yards from the coaches. The sun-tanning folks are out every day and with the weather we have been enjoying there would be some dandy tans in a week. Temperatures were Des Moines 80, K. C., 83, and Council Bluffs 97 in the shade. The best tan so far is on Felix Cole Bros.' Missing Link, with Harry Freehand a close second. On the ladies side it's a tossup between Marion Partello, Jo Jo Monarch, Alberta Voise and Ethel Freeman.

Eco and Ico, the Walgreen twins, went first class in Council Bluffs. I wonder what happened to that good-looking wardrobe Capt. John Smith sprung in South Bend. We haven't seen it since.

Don Archer, cowboy, spins his rope on his trunk and must be getting ready for his winter dates on a Wall-green counter. We have nicknamed Bogonghi Hi Ho Silver since he painted his trunk, chair and buckets silver.

Mr. and Mrs. Cristiani were with us for a brief visit. We were all glad to see Mrs. C after her recent serious illness.

Crickett Freeman has a starring role in the car gag since Tiny went on her vacation. We day and dated the Polack Eastern Unit in Council Bluffs, they being over the river in Omaha. The following performers visited: Chester (Bo Bo) Barnett, Jack Klippel, Josephine and Silvers Madison, Tommy Junedes, Charles Post, Mr. McKay, Mr. and Mrs. Dime Wilson, Pete Ivanow, Elmer Santana, Dorothy Barnett, Morris Gephart and the Sidneys. Other visitors were H. E. (Mickey) Grimm, Cyse O'Dell, Mrs. Albert Hodgini, Harriett Hodgini and son; Mrs. Hubert Castle and children, Jan and Hal Jr., and Al Butler.

Since Arizona Jack swung and missed, Col. Harry Thomas has been doing the whip cracking act in the after show. All the girls refused to hold papers for him, but Pretty Boy Tommy Marvin came to the rescue and so far still retains his nose. Huffy Hoffman was away for a week because of illness, but is now back in clown alley. Will somebody please give "King" Otto Griebeling a route card. He booked the St. Joseph, Mo., Rotary Club on the wrong day and had to fly over from Topeka to make the engagement. He just made the matinee and was the most nervous king who ever graced a throne.—FREDDIE FREEMAN.

### Bailey Bros.

Even with all the big jumps this show made recently, three new Chevrolet trucks have arrived. The lucky drivers are Bill Beal on the elephant truck, Jimmy Burton on the horse truck and Cy Murray on the cookhouse truck.

Congratulations were extended by the entire Bailey personnel to Peggy Henderson and Mac MacDonald, who were married at Waynesboro, Pa. Peggy works elephants as well as the Henderson juggling acts. MacDonald is the bull trainer.

Mr. and Mrs. Harry Shell left the show in Meyerdale, Pa. Harry was trumpet player in the big show band and Mrs. Shell a big show ticket taker. Rusty Bader came on from Springfield, O., to fill Shell's place. Mrs. Hilda Hudson, wife of Bill Hudson, of clown alley, visited with their son, Ken, and daughter, Joyce. Other visitors were Mr. and Mrs. William Bell, Nancy and Peggy Bell and William Hudson, in Penns Grove, N. J.; Mrs. Whistler of the Ladies' Business Club, Chester, Pa.; Bo-Bo the Clown, in Baltimore; Mr. and Mrs. Herbert Douglas, of West Chester, and Herbert Viohl and Col. Chris W. Viohl Jr., of Wilmington, Del.—GEORGE L. MYERS.

### Clyde Beatty

Big event occurred at Clovis, N. M., where a surprise birthday party was given Jean Sleeter by Eckhart Lawson. It was a lavish affair with Mockey as host. Elden Day and Spenders Cline were the chefs in charge of the buffet table, featuring lace-lined hotel towels. The tablecloth was of the latest shower curtain variety.

Attending were Mr. and Mrs. Bill Antes, Mr. and Mrs. Joe Redding, Mr. and Mrs. Manuel Velarde, Mr. and Mrs. Elden Day, Mr. and Mrs. John Cline, Max Tubis, Don Ray, Al Moss, Benny Megee, Bob Reynolds, John Leal, Frank Doyle, Lalo Escalante, Yellow Burnett, Larry Vogt and Dan Dix. Entertainment was supplied by Jo Ann Day and Jean Sleeter portraying the saga of the *Chattanooga Choo Choo*, and Bob Reynolds swinging a mean rumba.

In Albuquerque, Marvin Krieger, model builder, joined clown alley for the day as did Richard Frey in Pueblo, Colo. At Pueblo we returned to our own coaches once again. Bobbie Peck's brother visited in Pueblo.

In Trinidad we experienced another mad evening of hurry scurry around in the rain, but Joe Redding saved the day for The First National Bank by turning in an alarm after seeing flames shooting from the second story window.

This show certainly has turned Western of late with everyone bedecked in the latest cowboy fashions from ordinary Levis to the gawdiest of colors. Speaking of color, Walter Forbes' exquisite pie car was done over in three shades of blue during the Denver engagement.

It all comes out now about how Col. Frank Walters obtained that suite of rooms in Denver. It seems his staff, Secretary McCoy and Valet Magee, preceded him in a most elegant and convincing manner so that upon the colonel's arrival it was evident a gentleman of honor was at hand, a-laughin' and a-scratchin'.—DICK ANDERSON.

### Polack Western

Modesto, Calif., surprised us with full houses at every show. This stand was a homecoming for Mr. and Mrs. Dwight Moore. They both attended high school there and Dwight was captain of the local baseball team. Incidentally, we showed on the same field where Dwight played his baseball a few years ago.

Mrs. Ruth Black and Mrs. Borza Sr. marked birthdays recently. Speaking of celebrations, the writer neglected to mention in the last column that Jack and Ruby Landrus marked their 18th wedding anniversary. They received a set of silver from the folks on the show. Mrs. L. D. Hapes baked and decorated the cake for the event. Mrs. Hapes is a sister of Silvers Madison, who is the elephant trainer on our Eastern Unit.

The Shriners turned out en masse to be sure the show got up for the matinee in Merced. Everything was up in an hour and the Shriners served breakfast on the grounds.

We had a few days off before the opening in San Jose and most of the performers took off in all directions. Conchita went to Los Angeles to visit her daughter, Dorothy. Ed Raymond and Jack Klein went to San Francisco to catch the *Ice Follies* and the ball game.

I almost forgot to say that Cliff Daniels, a circus fan and friend of Dwight Moore's, visited at Merced and brought two big cakes and a big box of cut flowers for the girls to use on their wardrobe. His mother and sister also visited.

Little Bee Black paid a visit to a doctor recently for a vaccination.—IRENE LAFFERTY.

### King Bros.

Meriden, Conn., was the last stand in New England. We hated to leave the green hills and mountains. Circus fans greeted us in almost every stand. They assisted us in every way possible and their co-operation was appreciated.

As this was written we were trouping thru the seacoast of New Jersey with the summer resort season at its height. Hotel rooms are at a premium. James Salter, 24-hour man, says rooms are tougher to get than during the war. Chuck Gammon joined in Asbury Park. He is operating the No. 2 Side Show.

At Camden, N. J., we had a lot several blocks from the heart of the city. Two big crowds greeted the show. Tearing down at night was a pleasure for Enoch Brafford, superintendent of canvas. Flood lights used for night ball games were turned on. By midnight the show was loaded and moving.

At Asbury Park the lot was near the ocean. The back yard gang made at least three trips to the beach. It was a big day for Chester Gregory and other champ fishermen. A dance and barbecue given by circus fans after the night show drew a record crowd.

Mele Schons and daughter, Rosemary, Wenatchee, Wash., have been visiting Harold and Dorothy Rumbaugh for several weeks. Fred Russell, amusement editor of *The Bridgeport Post*, spent several days on the show while we were in Eastern Connecticut. Joseph Carlin, insurance broker, caught the show at Bridgeport. Ellsworth Somers, general agent of Hunt Bros.' Circus; William P. Backell, Philadelphia, car manager for the John Robinson Circus for 20 years; Dutch Hoffman, Ed Conway and Tom Abernathy caught the show at Camden, N. J.

Other visitors were William Oliver, manager of the No. 1 advertising car of Dailey Bros., who caught the matinee at Millville, N. J.; Pryor Dare, Bridgeton, N. J.; H. C. Sommerville, Kansas City, Mo., who was on the lot all day in Meriden, Conn.; Bill Chipman, of *The New York Daily News*, accompanied by his daughter; Ethan Allen, Yale football coach; Mr. and Mrs. William H. Judd, who entertained friends after the night show in New Britain, Conn., with color movies; Albert B. Loffler, city selectman of Waterbury, Conn., who spent several days with the show; Dr. and Mrs. J. M. Ganey, who entertained a big gang from the backyard at a clam chowder supper in New London, Conn.; Mr. and Mrs. Gil Conlinn, CFA secretary; William Montague, CFA publicity director; Henry H. Walker, West Hartford, Conn.; Joe Beach, Springfield, Mass.; Mr. and Mrs. Herbert A. Douglas, West Chester, Pa.; H. Chester Hoyt, Southwick, Mass., and the following from Norwich, Conn.: Mr. and Mrs. Joe Daley, Edward Daley, Margaret and Lillian Roache, Felix P. Callahan, Ed Smith, Mrs. Mary Palmer, Mary Gibbu, Mrs. Walter Kelly, Mr. and Mrs. John Cunningham, Mr. and Mrs. L. P. Raymond, Marion Rogers, Mrs. Richard Hastings, Dechie Hastings, Lucille Rogers and William and Jeannie Barry.—SYLVIA GREGORY.

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**James M. Cole**

An outing at Stephenson's Lake near Mount Pleasant, O., was enjoyed by all. Making the trip were Mr. and Mrs. Dobas, Mr. and Mrs. Mathis, Don Morris, Pete Sullivan, Joe Scharoun, Rusty Parent; the Duttons, Nellie, Bausy and Jimmy, and the writer.

Trailer factories along the route attracted many of our personnel and Dave and Grace McIntosh pulled a new one on the lot at Niles, Mich. Nellie Dutton and Mrs. Dobas, who have been engaging in berry picking, produced some fine jam for the cookhouse.

Dorothy Coie's mother, Mrs. Hill, from Hamilton, Ont., is visiting. Jimmy Cole spent a great deal of time in and around Chicago.

Visitors at Niles included the Hanford family, Johnny Vogelsang and Don Smith. At LaPorte, Ind., Mickey King and her father visited en route to Bloomington, Ill., to visit her sister, Antoinette Concello and the new baby. At Chicago Heights, Ill., we had a great time entertaining Dr. and Mrs. Otto Schlack, Mr. and Mrs. Earl Shipley, Roy Barrett, Joe Streibich, Bert Wilson, John Havirland, Mr. and Mrs. Orrin Davenport Jr. and Orrin Sr., Bill Carsky, Mr. and Mrs. Sam Levy, Fred Kressman, George Johnson and family, Ray Thomas, Ray Marsh Brydon, and the aunt, uncle and two nephews of the writer from Aurora, Ill.

The side show announced several changes in personnel. The Hopkins family, Alice, Don, Dean and Jean, left for Los Angeles, called there by the illness of Don's father. Marie and Happy Loder joined and Rusty Parent is now doing the trained dog number. Cal and Torchy Townsend left because of Cal's illness, going to Torchy's home in Indianapolis.

C. B. Van Vactor was discharged from the hospital, fully recovered from injuries received in a recent auto accident. The Duttons missed the big visitors day at Chicago Heights because of a broken rear end on the big semi-trailer.

Darlene Mathis celebrated her eighth birthday July 19. She was the guest of honor at a party in the back yard. Mrs. Rogers, mother of Ayers Davies, visited three days.

Hurray for summer! At last we've been forced to get out the straw hats and the shorts. Recent weeks have been busy for the entertainment committee. At Kankakee, Ill., Professor Reno, formerly known as Reno the Magician, caught our matinee. He is 80. In Paxton, Ill., Dr. Mathers and John Peters, both of Mason City, Ill., visited. In Mattoon, Ill., we day and dated Wallace Bros.' Shows and many visits were exchanged. Whit Woodson, former circus employee and now a conductor for the Missouri Pacific Railroad, visited in Mattoon. He formerly worked for the Duttons 25 years ago. Also visiting in Mattoon was the writer's father.

Dick Clemens and his assistant, Leo Loranger, visited in Centralia, Ill. Dick was en route to the Anna, Ill., Fair after closing with the Tom Packs Show in Knoxville.

His enthusiasm as a collector of antiques forced Kirk Adams to put extra sideboards on his truck to carry all the knick-knacks he picks up along the line. His specialty is old glass and chairs. Since Oscar Decker, our steward, has been marking the roads in the late evenings, we haven't had any trouble with markings. Most of the vehicles are only a few hours behind him. The Morris Troupe left to play fairs in Minnesota. As a fare-



SKINNY COE lined up his Bailey Bros.' Band for this photo. Left to right: Kenny Hayes, bass horn and soloist; Bob Immomen, baritone; Fred Meek, calliope; Cecil Jones, drums; Lew Myer, trombone; Harry Shell, trumpet; Otis Jones, trumpet, and Coe.

**Mills Bros.**

It was plenty hot in Iowa. The writer recently returned from down South and it was hot there, too. Bayard Orton, our band boss, took time out recently to enjoy a family reunion at Ortonville, Ia. The town was named for his grandfather.

Jimmy Pulcinella, trumpet player, had his trumpet jammed up recently. Jimmy took it to a music store in one of the towns we played and they reported it "incurable." Just at that moment, a local dentist arrived on the scene. He "operated" on said horn and it is okay again.

Johnnie Yerby and Frenchie Houle joined clown alley recently. Mary Hauls is in the ticket department. Steve Crowe is back in clown alley after spending two weeks at his home in Cleveland. He has a new wardrobe and a new umbrella. Roy and Jay Thomas visited their home recently in Muscatine, Ia.

Jack Hoxie, Teresa Morales, Betty Acevedo, Jimmy O'Neill, Bill Nippo and Tommy Whiteside were on Station KSTT in Davenport, Ia. Red Gilson, ex-band leader, visited with George Bell and the band in Des Moines. Eddie Moore was a visitor on the lot in Des Moines.—**BONNIE BAKER.**

**Polack Eastern**

Cliff McDougal joined the publicity department the day we played Fort Dodge, Ia. Pete Iwanov purchased new wardrobe for his bar act (three persons) and it certainly looks nice. Hats off to Jo Madison, for that spaghetti dinner she threw in St. Cloud, Minn.

The new band top arrived in Fort Dodge. The writer used Karl L. King's band to play the show in Fort Dodge. Whitey Wilbur, boss rigger, purchased a new car and now has a new aluminum trailer to go with it.

Mr. and Mrs. I. J. Polack are expected back from the West Coast soon. Ernie Wiswell, funny Ford, left at Eau Claire, Wis., to make his annual fair dates. He will rejoin later. Norman Hanley joined in St. Cloud to play the calliope.—**CHARLES E. POST.**

well gesture, Anita Mathis, age 10, made her debut in the acrobatic act and performed like a veteran trouper.

We are happy to report that Floral-delina (Ortega) is back on the job, fully recovered from her recent fall. Emma Mathis and Gracie McIntosh marked birthdays recently. Don (Beaver) Hall, who is only 17, joined the show this spring in Penn Yan, N. Y., as a helper on the light plant. Two weeks ago, when our electrician left, Hall took over and is doing an efficient job.

Two swim pools at Centralia took almost everyone off the lot during the day to escape the heat.—**IDA MAE KERLEY.**

**Dailey Bros.**

Recent big event was the marriage of Hope Ray and Johnnie (Sugar) Brown. Mitt Carl served a wedding dinner in the cookhouse, and following the wedding ceremony the Ray family served refreshments in the dressing rooms. Billie Ray recently left the show to wed George Morton, of Portland, Me., a former Dailey employee.

Old Orchard Beach, Portland, Me., claimed most of our personnel on a Sunday there. Everyone enjoyed the rides and shore dinners. John Cloutman drove Si and Nellie Kitchie to see the Desert of Maine. The summer artists flocked to the lot to sketch and paint backyard scenes.

In spite of an all-day rain in Nashua, N. H., home of the Benson Wild Animal Farm, business held up. Freddie Fredericks, a former employee of the farm, and Eddie Hendricks, visited the Benson Farm. They reported all buildings have been replaced by modern dens and structures. Owner Ben Davenport of our show purchased a dozen young bears for next year's animal program, not to mention an adult chimpanzee.

Little Janet Wheeler, age 9, all decked out in make-up and a fancy costume, rode the head of an elephant in spec. The Four Mahouts are the proud owners of wrist watches presented by Owner Davenport. We played two capitol buildings in one week, Concord, N. H., and Montpelier, Vt. The buildings certainly are impressive. The lot in Montpelier was nice and green and as level as a floor.

Harry Leonard, side show, celebrated his birthday recently. Mr. and Mrs. Ray Curtis spent a week's vacation on the show as guests of Ray's parents, Mr. and Mrs. Dave Curtis. Another vacationer on the show was Howard Saunders's daughter.

Visitors: Mr. and Mrs. Howard Swan and daughter, Mr. and Mrs. Frank Wheeler and sister, Mr. and Mrs. John Cloutman and family, Joe and Wally Beach, Charlie Davitt, Jack Brown, John Crowley, Dr. and Mrs. Ganey, Paul Sullivan, Ralph Keniston, Mrs. Paul Arley, the Ricardos, Frankie Vincent and Burns, trampoline act, en route to play a Tom Packs Thrill Circus date.—**HAZEL KING.**

Mr. and Mrs. Ray L. Biehler visited Mills Bros.' Circus when it played Dubuque, Ia., and also caught Stevens Bros.' show at Farley, Ia.

**Sparks**

A new fraternal organization was born on a dukie run in the pie car between Edmunston, N. B., and Quebec City. Honorary membership cards soon will go out to various brothers on other tented enterprises. Title of the new org is the Rangy-Tangs, Inc. Official emblem is an outstretched hand with the thumb curved in.

The city of Quebec offered many picturesque sights for members of our troupe. Mesdames Helms, Maley and McGrath returned from the local shops heavily laden. Dewey (Mr. Five by Five) Fyfe has a new beret. Happy Belisle is stacking it up for the winter months by doubling as a butcher around the runs at night. His friends on the bandstand saluted him recently with a special arrangement of *The Peanut Vendor*.

Lot lint: Jackson Keyes with his one-plunger type Chinese laundry. . . . Tommy Thornton off for other climes. . . . Question of the week: Why is John White's coat always so clean and mine always so dirty? . . . Coffee Joe McDermott howling for more dukies. . . . Laurence Cross and Rube Simons slapping the gloves for the proper effect before the fight gag. . . . Pee-Wee Ritchie, new bandtop custodian. . . . Jo Rittley wishing she could speak French. . . . W. E. Alexander spending hours in a vain search for talent for the flea circus.

In Woodstock, N. B., Mr. and Mrs. J. L. Stone and daughter, Ann, and total membership of the Frank Shepherd Tent, CFA, were hosts at a shindig for us. Glimpsed around the groaning board were Henry Kves, Frank and Edna Matausch, Mike Doyle, Esma Maley, Ruth Helms and Mabel McGrath.

New sign in the pie car: The whole world's a flat joint.—**DAVE MURPHY.**

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# Clyde Beatty Finds N. Mex. And Tex. Big

## Plainview Gives 2 Full Ones

PLAINVIEW, Tex., Aug. 2.—Pulling in here after a successful tour of New Mexico, the Clyde Beatty Circus was welcomed with ideal weather and top business Wednesday, July 30. Org drew full houses at both matinee and night shows.

Clovis, Albuquerque and Las Vegas, in New Mexico, proved okay spots, with Albuquerque tops. Hot weather held down the matinee crowd at Clovis but it cooled in the early evening and a strong house was on hand at night.

So big were the crowds in Albuquerque it was necessary to give two night shows. Despite a temperature of 101 in the afternoon, org drew a full one at the matinee and came back at night with a capacity house on hand early. In order not to turn away another capacity house, show officials announced a second show would be held. The second drew a full one. Police estimated more than 5,000 persons were lined up early in the morning to buy tickets.

Las Vegas, while not near as big as Albuquerque, proved okay, org getting strong houses at both shows.

At Trinidad, Colo., a severe electrical storm, accompanied by rain, hurt the night crowd, after a strong house saw the matinee.

Show officials announced that its contracting agent, A. J. Clarke, had made arrangements for the circus to play Greenville, Tex., August 23.

## S. M. S. Ranch Is Scheduled For Rodeo in N. Y. Aug. 23

NEW YORK, Aug. 2.—The S. M. S. Ranch Rodeo has been signed to produce an eight-day 12 performance rodeo at an especially constructed stadium at Queens and Woodhaven Boulevards here August 23-30. Part of the proceeds will go to the New York Institute for the Education of the Blind.

William Burriss has been named public relations manager, assisted by Joe Daly, who also will be official announcer. Other officials will be Frank Shields, Monticello, Utah, arena director; Roy Mickens, Clovis, N. M., producer; Earl May, Butte, Mont., superintendent of stock; Mr. Florence, Monticello, Utah, arena secretary and official timer, and Barney Jaeger, Kimball, Neb., managing director.

Contracted performers will include Bud Nelson, Johnny Cassullo, Artie Charles and Ted (Bozo) Cole. Trick riders signed are Harry Kiley, Charles and Jane Norrdzy, Bud Nelson, Ruth Labreese and Jimmy and Clara Breslin.

## Marshall King, First Prez Of CFA, Dies in Virginia

ALEXANDRIA, Va., Aug. 2.—Marshall Ludington King, one of the founders of Circus Fans of America and its first president, died at his home here Thursday, July 31. Funeral services were held here today and burial was in Presbyterian Cemetery.

Head of wholesale grocery establishments in Alexandria and Charlottesville, King was an important political figure in Virginia for many years. Several times he prevented passage of legislation inimical to circus interests.

Matthew Brazell, clown, recently became a member of the Circus Clown Club of America.



PERFORMER PERSONNEL of the Springfield (Ill.) Junior Chamber of Commerce Thrill Circus, presented by Ed Williams. Photo, taken immediately following the final performance July 16, shows Sunny Jim Gerber and the Snell brothers, clowns; Carmita, head slide; Felix Morales Troupe; the DeKohls, juggling; Musette Velarde, heel and toe catch; Louis Velarde, bounding rope; Raul Velarde, tight wire; Diacoff Trio, cyclodrome; the Great Fussner, spiral globe; Capt. Frank Dixon, seal; the Paulanos, teeterboard; Miss Ruby and daughter, dogs, and Harry Haag, elephant. Over 25,000 attended the six-day show in the ball park. Adults paid \$1.20, plus 50 cents for reserved seats, and children, 60 cents, which included tax.

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold  
By Starr De Belle

River Bank, Ky.  
Aug. 2, 1947.

Dear Pat:

This show's policy is to never advertise what it has to show, but to publicize things that the customers want to see—whether they see it or not. Nevertheless, we always have something as a substitute to square beefs. To give the public what it would like to see one must keep up with and play all phenomena. Perhaps you recall last year's eclipse of the moon? We were quick in jumping at the opportunity of advertising, "Won, Horse & Upp Circus will positively present an eclipse of the moon. To be seen with the naked eye from our comfortable theater-style seats."

We left the top down and sidewalled the show that day. By starting the show one hour earlier than usual, the big show was over before the eclipse took place. So we saved it for the concert and held the entire crowd. Our announcer advised the audience to stand up in order to see the eclipse more clearly, which gave us time to load the entire show leaving the eclipse gazers on their own.

Here today we tried another phenomenon, the flying saucers, by advertising, "The Won, Horse & Upp Circus is the only circus that is able to present the mystifying and much-advertised flying saucers thru it's staff of phenomenonologists. They will describe what is known with nothing about what things are in themselves."

We have a flying act, the Flying Dishes, who, after muck coaxing, agreed to switch their name from dishes to saucers as long as it remained in a chinaware category. Having several fair dates in this territory it wasn't hard to convince them that a switch in titles would keep their name new. (Most of our acts blow when fair season starts.)

By again sidewalling the big show, the matinee was a bloomer. It was attended by enough lithograph pass holders to make us work. On the outside hundreds of natives with heads and eyes searching the skies waited to see the phenomenon. What crabbled the deal was, the lot lice saw our Flying Saucers for free, because the top wasn't up.

To cover for the night performance, our announcer advised the for-free audience, "You have seen the Human

Flying Saucers, but tonight as advertised, the Won, Horse & Upp Circus will present the phenomenon of all times, the much read-about and unexplained scientific marvel of the age, the flying saucers or discs. Only thru our ultra lighting effects that place a maze over the skies can they be seen and will only be visible to the naked eye from our seats."

We packed 'em to the ringcurbs, and as we did with the eclipse the phenomenon was withheld for the concert. Again advising the audience to see the saucers more plainly they must stand on their feet; we loaded the show. When the last wagon hit the train, Manager Upp and his office staff, thru a tie-up with a flying school, soared over the heads of our concert audience. As they flew they threw thousands of paper plates, which had been painted with illumnum. The saucers soared miles away, far from the hands of our customers. The phenomenon went over so big that *The River Bank Weekly* made mention of it in a follow-up story four days after we left town. Contents of the story isn't known.

## World Wide Exhibit Has Big Week in Wheaton, Wyo.

WHEATON, Wyo., Aug. 2.—One of the best weeks of the season for the World Wide Animal Exhibit was chalked up here. In other stands recently Laramie, Wyo., July 15-16, proved anything but good. Weather was bad. Fort Collins, Colo., July 12-13 was fair; Brush, Colo., July 8-9, proved okay and Greeley, Colo., July 3-5 gave terrific three days.

Joyce Duggan, daughter of W. F. Duggan, who completed her freshman year at Leland University in Florida, is spending her vacation on the show and acting as secretary and ticket seller. Carolyn Daniels, lecturer, left here for a vacation in Oregon.

Staff: W. F. Duggan, owner-manager; Jim Stutz, press; Samuel Daniels, lecturer; Charles Reed, boss canvasman; W. F. Tredwell, contracting agent, and Jim Brown, mail man.

## Gould Does Top Biz

EXCELSIOR, Minn., Aug. 2.—The Jay Gould Million-Dollar Circus did top business on a three-day stand here.

## N. E. Tour Big For King Bros.

NEW YORK, Aug. 2.—King Bros.' Circus concluded a triumphant tour of the New England States, where frequent turnaways and three or four shows daily were the rule, and is now headed South.

Waterbury and Bridgeport, Conn., and Springfield, Worcester, New Bedford, Framingham and Athol, all in Massachusetts, proved big.

Owner Floyd King was a guest on radio programs in Waterbury, Worcester, Springfield and Bridgeport.

Harold Rumbaugh, co-owner and treasurer of the org, who puts it up and takes it down and, with the able assistance of his wife, Dorothy, handles the main entrance gates, is one of the busiest men on the lot. . . . M. C. Carter, in charge of the red ticket wagon, was kept hopping during the New England trip. . . . James M. Beach, general agent, says the tour this year will be even longer than last year. . . . L. D. (Doc) Hall, general superintendent, is back on the show after a trip South. . . . Chester Gregory, side show manager, has an excellent line-up of attractions, featuring Capt. Frank Phillips and lion.

At Greenfield, Mass., org drew two strong houses and at Meriden, Conn., business was good, matinee being an overflow and the night house a full one.

## Halifax Plans Stiff Circus Control Bill

HALIFAX, N. S., Aug. 2.—Miffed because four performances were crammed into one day and at so-called "outrageous prices" recently, a motion was passed unanimously by Halifax city council to provide circus control legislation.

The city solicitor was instructed to draft a by-law calling for the submission of complete plans for any circus applying for a license, including plans for crowd handling, price or prices, the complete program, ticket and program sales plans, etc. A \$5,000 bond has been suggested to be forfeited if the conditions prescribed by a new ordinance are not complied with.

## Shrine Circus Success

### At San Diego Co. Fair

DEL MAR, Calif., Aug. 2.—Annual Shrine Circus, presented in the horse show arena at the San Diego County Fair here, was a success, according to fair officials. Show, a two-ring open-air affair, was produced by Joe Bren Entertainment Enterprises, Los Angeles. Bert Nelson, former wild animal trainer and circus performer, was equestrian director. The program: (1) Aerial ballet; (2) The Anjacks; (3) Mel Kooz and eight black-maned lions; (4) Cy's Comedy Bear; (5) Chatita and Rosita—comedy traps; (6) clowns; (7) Antonio, balancing act; (8) clowns; (9) Winston's Sea Lions; (10) comedy canines and pigs; (11) Poodles Hanneford and Company; (12) clowns; (13) the Latinos with Senor Arturo, wire walkers; (14) the Great Heberts, slide for life; (15) the Pina Troupe, teeterboard; (16) clowns; (17) Patine & Rosa, gymnasts; (18) clown prize fight; (19) the Four Eltons—aerialists; (20) the Liphams, tumbling act.

## World Championship Rodeo Scheduled for St. Paul

ST. PAUL, Aug. 2.—A world championship rodeo will be held in the St. Paul Auditorium September 13-21 under auspices of St. Paul Amusement Enterprises, Inc., with Leo J. Cremer, of Big Timber, Mont., in charge. Sponsors expect 150 of the nation's top cowboys to compete for \$13,000 in cash prizes. Contestants also will be after points toward world championship finals in Madison Square Garden, New York.

Philip J. Troy is president of the sponsoring organization.



## Circus Front Quiet in Paris

PARIS, Aug. 2.—Circus activities are at a standstill in Paris with little in prospect until the Cirque D'Hiver, big indoor arena, opens its season September 5 and the smaller Cirque Medrano probably follows suit shortly after. Cirque D'Hiver is controlled by the Bouglione family, veteran tent show operators, but they only operate the indoor spot when not on the road with their tent circus—end of November until the first of March.

During September and October and during March, April and May the Cirque D'Hiver is operated by Audiffred and Coupan. Audiffred is a Paris booking agent and Jean Coupan is the former press agent of the Cirque D'Hiver and Cirque Medrano.

Audiffred and Coupan also have a string of indoor arenas in Limoges, Rouen and Amiens where they put on annual circus programs running from 10 days—at Limoges—to four weeks—at Amiens.

Audiffred-Coupan season at the big Municipal Circus Arena in Amiens ran June 21 thru July 20. Three changes of program were made during the run. Several well-known pre-war acts appeared, such as the Fratellinis (Albert and Francois), renowned clowns; Paolo, juggler; Joe Breitbart, strong man; Chester Kingston, veteran American contortionist; the Andre Rancy Horses and the clown duo of Bilboquet and Boulicot.

Other acts were the Five Renards, horizontal bar; Solange Zambelli, high school horse; Two Marconnis, leap of death; Sarah Carith and Her Lions; Andree Jan, fem trapezist; Racson Trio, trampoline; Novellos Troupe, bike act, and the Three of the Air, flying trapeze.

Administrative staff at Amiens is made up of old-time Paris circus executives. General manager is Pierre Lesgards, ring-master is Georges Loyal, for many years at the Cirque Medrano, and chief electrician is M. Vivat, of the Cirque D'Hiver. Musical director is Rene Chapon.

Programs presented at Amiens were exceptionally good, most of the acts being standard.

### Woodstock, N. B., Gives Sparks Two Capacities

WOODSTOCK, N. B., Aug. 2.—The Sparks Circus registered two full houses here, but the next day at Edmundston, N. B., ran into rain and the draw was light at both matinee and night shows.

### Macon Shrine on Again

MACON, Ga., Aug. 2.—After a one-year lapse, Macon Shrine Circus will be resumed this fall, J. P. Kennington, potentate of Al Sinah Temple, announces. A well-known Georgia carnival owner, W. E. Franks, is one of the co-chairmen. Paul M. Conaway will again be chairman of the booking committee.

### K-M Gets Two Full Ones

ONTONAGON, Mich., Aug. 2.—Favored with ideal weather, the Al G. Kelly-Miller Bros.' Circus drew two full houses here July 25.

### WILD LIFE EXHIBIT FOR SALE

Now operating in downtown San Francisco, Market Street. More than 100 young acclimated specimens — Wolf, Foxes, Badgers, Porcupine, Squirrels, Monkeys, etc. 25-cage exhibit. 1942 Cab-Over-Engine Truck, large enough to carry complete exhibit, including tent equipment. Positively the largest and finest. Contact

**EDDIE WADE**

Apt. 201, 1654 Shatto St., Los Angeles, Calif.  
Telephone: Federal 5240

## UNDER THE MARQUEE

Jack Knight Jr. has joined his father in the banner department of Dailey Bros.' Circus for the summer.

The Velardes card from Dallas that they will be with Orrin Davenport's indoor unit this winter following the termination of their fair dates.

Bill Powell sailed for Europe July 24 to visit circus friends in England, France and the Scandinavian countries.

J. L. (Leon) Koontz, who was with the Sells-Floto Circus in the early '20s, is a patient in McGuire Veterans' Hospital, Richmond, Va.

Harry and Gertrude Morris, former circus concessionaires, have taken up residence in Knightstown, Ind. They formerly resided in Chicago.

Loretta Whyte is back leading the orchestra at The Flame, Milwaukee, after a 10-day stay in St. Anthony's Hospital there following an operation.

Charles and Peggy Kline report that they opened the fair season at the Eastern (Ill.) Fair at Danville and have dates lined up now until the Texas State Fair at Dallas.



**RUDOLPH MATTHIES**, prominent European animal trainer, recently joined the Ringling-Barnum circus with his Royal Bengal Tiger Act.

The Viohl brothers, Chris and Herbert, and Mr. and Mrs. Herbert A. Douglas caught Bailey Bros.' Circus when it played Pennsgrove, N. J., recently.

Lawrence T. Larson, his wife and mother spent Sunday, July 27, on the Al G. Kelly-Miller Bros.' Circus lot when that org played Mercer, Wis. They report visiting with Eddie Sheela and Mr. Buckley.

### Mills Des Moines Stand Just So-So

DES MOINES, Aug. 2.—A two-day stand here by Mills Bros.' Circus, under auspices of the Iowa Naval Reserve Association, proved only so-so. Opening matinee was light, with night attendance better. Second day, on which only one show was given, brought a full house at night.

Business at Ames, Ia., was very good. Org, sponsored by the Veterans of Foreign Wars, drew a strong matinee and a full one at night. At Atlantic, Ia. and Red Oak, Ia., business was okay.

### Bailey Bros. Does Okay Biz at Waynesboro, Pa.

WAYNESBORO, Pa., Aug. 2.—Bailey Bros.' Circus did okay business here, getting a good matinee crowd and a three-quarter night crowd.

Visitors at Waynesboro included Jim Harshman, Dick Hemphill, Sam Murray, Fred Hoover and John Heckman, CAF'ers from Hagerstown, Md.

### Weather Hurts Stevens

CHILLICOTHE, Ill., Aug. 2.—Extremely hot weather here hurt attendance at the Stevens Bros.' Circus, with the matinee being light and the night show drawing a three-quarter house.

Sunny Jim Gerber, veteran clown, played his final performance at Ed Williams's Thrill Circus at Springfield, Ill., and left for Los Angeles, where he will retire. He is 73.

Mr. and Mrs. Clyde Wixom, of the old Mat Wixom show family, were guests of Burns Kattenburg during the Circus Historical Society Convention at Jamestown, N. Y.

After an absence of seven years from the white tops, Charlie Doble writes he joined the Sparks Circus as front door man July 29 in Smith's Falls, Ont.

Baron R. Nowak, son of the late Ray W. Rogers, led his class in science at Wintrop College High School, according to Mrs. E. N. Rogers, Rock Hill, S. C.

H. L. (Cookhouse) Kelly, writing from Newton, Ia., reports that he visited the Cole Bros.' Circus when it played Des Moines and enjoyed visits with George Davis and Bill Curtis.

Paul E. Sullivan, booker, now is a member of the I've Been Hoisted Off a Muddy Lot by an Elephant Club, being assisted by one of King Bros.' bulls at Concord, N. H.

Roland Damron, elephant man with Dailey Bros.' Circus, underwent an emergency appendectomy at Central Maine General Hospital, Lewiston, July 19.

F. C. Lyle, known professionally as Jo-Jo the Clown, reports that he worked the streets for the Ringling-Barnum show when it played his home town of Lima, O., July 21-22.



**RICHARD ARCAND**, formerly known as Cookie, the French clown, is president and founder of the Circus Clown Club of America with headquarters in Los Angeles. Marguerette V. Kelly is secretary.

Charles Tiffany, formerly with the Clyde Beatty Circus, now is on the promotion end of Mills Bros.' Circus. Virginia is trouping along after a serious illness.

When the Jay Gould Circus played Slayton, Minn., H. Underwood was so pleased with the performance he sent a letter to the editor of the Slayton paper praising the show. The (See Under the Marquee, page 102)

### Billposters' War Puts Two in Jail, One in Hospital

MILLINOCKET, Me., Aug. 2.—A billposting "war" between crew members of the Dailey Bros.' and Bailey Bros.' circuses ended in a fist fight here with two men landing in jail and one in a hospital.

According to the story one crew would put up paper and the other crew would cover it. About five miles from Millinocket, at a farm, so goes the story, Thomas Gunnells and Frank Miles, of the Dailey crew, encountered Harry J. Crabtree. The battle started, with the wind-up being that Crabtree went to the hospital with head injuries and Gunnells and Miles were arrested and charged with assaulting the Bailey employee.

## Polack's Western A San Jose Click

SAN JOSE, Calif., Aug. 2.—Heavy promotion paid off for Polack Bros.' Circus Western Unit playing a week's stand here July 31-August 6 when show opened to two packed houses under Shrine auspices. Advance ticket sale is "much over last year for this date," said show officials.

Only mishap in many weeks occurred on run here from Modesto, when a truck loaded with show property rolled over. Driver was only slightly injured and equipment reached here in good condition.

A contest gimmick with local merchants resulted, and this city being literally plastered with show's paper, at least 90 per cent of local merchants are displaying window cards and posters. Tie-up with theaters also is working well, with show-houses giving away student tickets. Promotion is handled by Jimmy Rison.

Rison is a busy man, inasmuch as he is promoting four dates at once. In addition to current date he is working on the Napa, Calif.; Bellingham, Wash., and Wenatchee, Wash., promotions. Two-day stand at Napa, following close here, is assured of a sellout, according to Rison.

Merced, two-day stand, was a winner with auspices said to have made \$6,000 net. Show is slated to play New Westminster, B. C., August 21-23.

### King-Franklin To Resume Tour for Tobacco Dates

SYLVA, N. C., Aug. 2.—King & Franklin Circus which folded in Wytheville, Va., several weeks ago, will get back on the road in the early fall in time to catch some of the Southern towns in the tobacco belt at market time, it was announced here by Charley Campbell, one of the owners, who is operating his soda shop while the org is closed. Other owners are Ernest White and John Loy, of Hendersonville.

Campbell said a previous report from Wytheville that the show hit a snow storm there in May was erroneous. He said the weather was fairly good, except for one blowdown in Tennessee, but that the crowds just didn't materialize. Show made the nut only three days in the more than a month it was on the road. King & Franklin clicked at Sylva, where it opened, at nearby Franklin, and at Kingsport, Tenn.

Routing was bad, Campbell said, and the org had trouble getting paper up far enough in advance.

### Hot Weather Proves Big Obstacle for Garden Org

CHATHAM, Ont., Aug. 2.—Terrific hot weather here during the three-day stand of Garden Bros.' Circus proved a big obstacle from the draw standpoint, and as a result the show didn't do the business it ordinarily would have done had the weather been cooler.

Officials, however, reported they were satisfied with the three-day stand considering the weather.

### MUSICIANS WANTED King Brothers' Circus

Two Trumpet Players, two Trombones and thoroughly experienced combination Drummer. Only first-class men considered. Top union scale, berth and meals furnished. Longest season of any circus. Address: A. LEE HINKLEY, Bandleader, King Bros.' Circus, Harrisonburg, Va., Aug. 7; Waynesboro, Va., Aug. 8; Lexington, Va., Aug. 9; Radford, Va., Aug. 11, and Wytheville, Va., Aug. 12.

### SPAR BROS.' CIRCUS WANTS

For balance of outdoor and indoor season, Circus Acts. Good clean Side Show. Man and Wife to handle Concession Trailer.  
WALTER HARTER, R. R. 4, Greenfield, Indiana.

## Public Hearing Now Probable On Venice Bingo

LOS ANGELES, Aug. 2.—The controversy between the city attorney's office and the board of police commissioners over validity of a recent commission ruling affecting bingo and other games of skill in the Venice amusement area has reached another stalemate with a public hearing on the controversy now probable.

City Attorney Ray L. Chesebro recently refused to defend the commission in a court action brought by Venice operators which contests validity of a commission ruling outlawing the offering by game operators of free games as an inducement to secure patrons. Chesebro said that the ruling in question was invalid and suggested that a private attorney be hired to defend the commission.

### Asks 50 Appropriation

The commission then asked the council to appropriate \$5,000 with which to hire a private counsel. It also was suggested the council amend an existing ordinance and outlaw free games instead of having such games declared illegal by commission ruling.

Chesebro has protested that he considers the \$5,000 fee too high and that his office did not fully understand what the counsel wanted in the way of an amendment to the existing ordinance. He suggested both matters go to committee and that a public hearing be held, particularly on the proposed amendment.

Simultaneously, Henry Duque, commission president, issued a statement that "if the city attorney has now reversed himself and has come to the conclusion it is constitutional for the council to pass an ordinance prohibiting free games such as we referred to under rule 16 (the anti-free game ruling) that releases this commission from all further responsibility."

### Goes Next to Comm.

The entire matter now goes to the council's police and fire committee which indicated that an early public hearing on the matter would be held. Duque's statement did not amplify a previous commission stand that the council would either have to support the commission or the commission would be forced to submit a mass resignation.

## Steamer Service Rebuilds Tashmoo

DETROIT, Aug. 2.—Business at Tashmoo Park on Harsen's Island, in Lake Saint Clair, has shown a nice pick-up Tuesdays and Thursdays with the resumption of steamship transportation from the city by the S. S. Put-in-Bay for the first time in several years. Park was otherwise accessible only by private car over a long roundabout course from Detroit, with a ferry trip across a corner of the lake, and was operated only as a picnic park in recent seasons.

Deal was under consideration earlier in the year to move the large park Merry-Go-Round to Belle Isle, city-owned park in the Detroit River, but has been dropped, and the spot retains the ride as one of its major attractions.

Spot is managed by Arlington (Arlley) Fleming, former band leader, who took over the property about five years ago. It is the oldest amusement spot in Southeastern Michigan, with a good excursion following which is being rebuilt with the return of boat transportation.

## Sitting 'Round the Table

(Editor's Note: "Do you favor a free gate or a pay gate?" That is the new question up for discussion in this column and, if early letters are any measuring stick, this is a question which will cause plenty of pros and cons. If you haven't written your views on the subject, do so at once and mail them to The Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, and they will be printed here. To date, letters show opinion about evenly divided. Let's have your ideas.)

### Addison Has Say

I do not favor a pay gate and here are my reasons:

First, I practice what I preach. Here at Marshall Hall Amusement Park we have for years had free admission to the park on all days, free parking for any number of cars, free use of our large beautiful groves and well-kept picnic tables, free use of our athletic field and pieces of equipment, and free rest rooms and good drinking water.

There does not seem to be any good reason why a patron should be asked to pay from 10 to 25 cents to go into an enclosure where the only thing he can do is spend his money and, in most cases, pay more for ordinary merchandise that can be had at the corner drugstore.

If a park wants to put on expensive shows, do a lot of advertising or book attractions to draw customers, then it should charge this off the same as one charges off his advertisements in the daily papers. I am sure a park manager would hesitate to tell a patron the reason for the gate charge was so he could pay for his advertising.

How long would any other business last if an entrance charge were made and in return all the customer got was the privilege of spending his money? This question has been open for discussion for many years and the merits of both sides have filled many pages, and it still seems the great majority of the parks do not have an entrance fee.

### Visited Many Parks

Since 1917 my work has taken me into a great many of our States and I have visited parks in most of those States. Only a few of those parks had a gate fee, and those were in Chicago; Lincoln, Neb., and Denver.

Some of the most successful and outstanding parks have free gates and some of the other big ones charge admission. This has been going on for years and I am sure each side must be making money or some of them would have folded. But in the long run the free gates

have kept the majority of the parks alive.

Most of our patrons come by boat, with about 30 per cent coming by car. These are the only means of transportation to our park. The boat collects a fare and the driver of the automobile has a long drive. But when the customer gets to the park he has free admittance, not to speak of free parking.

I believe a free gate creates good will and makes plenty of friends for the park. Marshall Hall Park has been in business for about 75 years and at the same old stand. And we seem to be growing each year!

When I was at Pleasure Beach Park in Bridgeport, Conn., we had fireworks as an attraction as often as twice a week and no gate admission was ever charged. We drew large crowds. We experienced the same results at Excelsior Park, Minneapolis; Walled Lake Park, Walled Lake, Mich., and Jefferson Beach, St. Clair Shores, Mich.

### Free Gate Prevails

Each season, the third Wednesday in August, we stage our annual "tournament." This is our big day and usually a capacity throng attends. Yet the free gate prevails as well as the free parking.

A great deal of our day excursion business is church outings and Sunday School affairs. In most cases, to (See 'Round the Table on page 37)

## Le Sourdesville Lake Gets Retail Grocers' Food Show

MIDDLETOWN, O., Aug. 2.—The food and home show, sponsored by the Retail Grocers' Associations of Hamilton and Middletown, will be held this year at Le Sourdesville Lake Park, midway between the two cities. Don Dazey, park manager, announces. The eight-day show gets under way Sunday (17).

Fifteen thousand feet of floor space will be devoted to the exhibits, in addition to a large outdoor stage which will be built for the various shows and contests, Dazey said.



SPOKANE ORPHANS were entertained recently at Natatorium Park thru the co-operation of park officials and the Spokane police and fire departments. Above is a group on one of the new Rocket Ships, purchased this year from R. E. Chambers, of Beaver Falls, Pa., and one that has shown an increase of 20 per cent over the take of a similar ride last year, according to Lloyd Vogel, spot manager.

## Sun Brightens Calif. Picture; New Record Set

LONG BEACH, Calif., Aug. 2.—The hot California sunshine, making a daily appearance here the past several weeks, has done more than dispel the fog—it also has lifted the veil of gloom among park men on the Long Beach Pike.

The business is still off about 30 per cent from last year's peak, concessionaires and ride men are working off the nut and even finding some profit at check-up time. Food concessions all are doing well.

Five continuous hot days brought more than 300,000 visitors to the beach area July 26, setting a season's record.

Continuation of the Cyclone Racer on the present city-owned site was assured in a local election July 15 when the Coaster franchise came up for renewal. The voters approved overwhelming a proposition to grant the new franchise. Cancellation clauses are included to protect the city but the municipality will get \$20,000 cash when the franchise becomes effective. The Coaster Company, operator of the ride, will pay the city a cash revenue each year, graduating from 7½ per cent to 15 per cent of gross revenue. This may amount to as much as \$35,000 a year. Franchise will run for five years.

## Hot Weather Jams East Outdoor Spots

NEW YORK, Aug. 2.—Hottest week of the summer, with daily temperature in the 90's, jammed all beach resorts and outdoor spots in the New York area.

Rockaway Beach hit an attendance high July 27 with 1,500,000 heat dodgers crowded along the long stretch of beach from Far Rockaway to Jacob Riis Park. Rockaway's Playland, Seaside Amusement Park and arcades, refreshment stands and eateries all did a brisk business.

Coney Island also had a big weekend with much larger than normal crowds July 26 and an estimated attendance of 950,000 July 27. Attendance continued high all week, with 350,000 on the Boardwalk Tuesday night, July 29, for the weekly fireworks display—largest Tuesday night turnout of the season.

Jones Beach registered 95,000 visitors July 27 and special kiddie events during the week, plus the heat, kept attendance high. All other near-by beaches and parks also drew peak crowds.

## Max Kerner, Eastwood Park Co-Owner, Gets 30-Day Term

DETROIT, Aug. 2.—Max Kerner, co-owner with Henry Wagner of Eastwood Park, was sentenced to 30 days in jail for contempt of court by Circuit Judge Herman Dehnke, Macomb County grand juror. The sentence was based on "evasive, false and contradictory statements" by Kerner as a witness before the grand jury, the court said.

In particular, Kerner's replies to questions concerning his business relationship with Mert Wertheimer, alleged Macomb County gambler, were evasive, according to the court. Wertheimer recently was assessed \$6,500 on grand jury gambling charges.

## Miami Hobbyland Features Nelson's 'Gator Wrestling

MIAMI, Aug. 2.—Tropical Hobbyland here is featuring Henry Nelson, alligator wrestler, this season. Spot has tie-ins with theaters, uses lobby displays, plus posters and newspapers for advertising.

## Flying Saucer Craze Gets Pontchartrain Publicity in Papers

NEW ORLEANS, Aug. 2.—The flying saucer craze gave Pontchartrain Beach here some unexpected publicity recently. The beach installed two huge fun-lights a few weeks ago, which have been playing two beams of 158,000,000 candle power across the city's skies between 8 and 10 p.m. nightly.

During the saucer fever, newspapers received dozens of calls from persons who had seen the saucers over New Orleans, and from towns as far as 20 miles away. The papers carried explanations that the "saucers" were beams of the Pontchartrain "beacons of joy" playing on cloud formations.

Harry Batt, beach manager, purchased the two huge floodlights, which originally cost \$13,000 each, from the Army Air Corps.

Business at the beach is "holding its own," Batt reports. Receipts are about 8 per cent under last year for the past few weeks. This he attributed to absence of the merchandise wheels, which had been cited as the cause for a 10 per cent lower take than 1946 earlier in the season.

Elizabeth's Canines and a series of contest attractions are scheduled as August features at Pontchartrain. The canine act opens Sunday (3) replacing Mike Gaska, clown act.

Twenty-four sets of twins competed in a twin contest July 31, with the stunt duplicating the success of last year. A pet show is set for Thursday (7).

Most ambitious publicity for August will be a "good neighbor" program to attract residents of the Southwestern Louisiana parishes as well as their local cousins.

Batt said Henry Dupre, program director of WWL here, will assist in building up the stunt on the early *Dawnbreakers* radio program, which has a big country audience. The Country Cousin program will consist of special week-end events. Mayors of towns in various areas will be guests of the beach on week-ends. One section of the country district will be publicized each week.

Friday (15) will be the junior Miss New Orleans contest.

### Mrs. Levin to Give City Time on Garden Pier Deal

ATLANTIC CITY, Aug. 2.—Mrs. Miriam Sylvia Levin, Bala, Pa., probably will wait until September to pay the city an estimated \$150,000 in back taxes and interest to regain Garden Pier, her attorney discloses. A former one-third owner of the ocean pier, now closed, the courts recently ruled that she had not been duly notified of the city's foreclosure proceedings in 1943, when Mrs. Levin was serving in the WAC.

According to her attorney, the city has some seasonal leases for concession stands at the pier and Mrs. Levin doesn't want to interfere with them.

### Daniel Uslan Doing Okay Biz at Acushnet Funspot

NEW BEDFORD, Mass., Aug. 2.—Daniel Uslan, concessionaire formerly at Palisades Park, N. J., has taken over Acushnet Park here. He operates nearly all of the 30 amusements and rides, in addition to the bathhouse, private bathing beach and dance hall. Uslan has booked such name bands at Ted Weems, Buddy Rich, Mercer Ellington and Coleman Hawkins.

Despite some unfavorable weather early in the season, the park is enjoying okay biz. Decoration Day and the July 4 week-end were extra big. A recent swim meet at Acushnet drew some 5,000 spectators.

## Coney Island, New York

By UNO

Biggest chatter of the season is about no Mardi Gras. The fete has been definitely tabooed by the chamber of commerce thru prexy Thomas Tesauro. Contributions fell short of the \$31,000 goal by \$13,000 and the donors got their money back. This marks the first suspension for financial reasons since the start of the carnival in 1902. Two others occurred during the world wars, one in 1917 and the other in 1944, due to government orders. Biggies among ops are inclined toward favoring the chamber's decision, saying it would teach non-contribs a lesson. Also, that it will tend to stretch out the season which heretofore ended on the final day of the celebration. Boardwalk concessionaires comprised most of those who failed to shell out. Their complaints were that Mardi Gras business went to ops on Surf and the Bowery. Another beef came from tenants on the latter two thoroughfares who said fireworks nights realized nil for them but more for boardwalk ops, with the result that funds for these shows are still short of the required amount.

### Postpone Park Plan

I. Krauz, Harry Novins and James Paterno, who have the streamlined Skooter on the ocean side of Surf and the Loop-o-Plane and Flying Skooter, diagonally opposite, have postponed plans to convert the property covered by the latter two into a big park. They will await the city's start on that long-debated proposition, the Aquarium, on the other side. On the payroll are Hughie Flaherty, ticket seller, and Jimmie Esposito, Rudy Garguilo, Sol Levy and Joe Dietrich, attendants, at the streamlined Skooter; Charles Cohn, cashier, and Phil Spelanga, James Kane and Tony Ruggiero, attendants at Loop-o-Plane, and Max Smith, cashier and Edward Mario, Edward Kane and Larry San Girarde, attendants at the Flying Skooter.

### Krymes Personnel

Krymes brothers, Jimmie and George, include in their seven rides, Bowery and Jones Walk and West 12th, a large force headed by Johnny Londes, over-all manager, who has been with the family since 1929 when Jimmie was a master electrician on the Island. That was even before James became associated with rides. It was in 1934 that the first ride overtook Krymes, the elder, and Londes tailed right along. Londes was an assistant electrician. He left Uncle Sam's service in 1945 to rejoin the Krymes. General mechanic is George Siegfried. Their Skooter has Robert N. Truax, assistant manager; Carmira Venezia, Walter DePuci and Charles Vorback, attendants, and Sam Hadjeas, ticket seller. Virginia Reel, Dave Rapp, ticket seller; Frank Castino, mechanic; Charles Goodman, former undefeated lightweight champion of the world, carpenter; Peter Singlen, ticket taker, and Mary Schnepf, hat check girl. Looper, Armine Abbott, ticket seller, and Mrs. James Krymes, operator. Whip, John Johnson, operator; Carl Mastrangelo, ticket seller; Daniel Pallabino, ticket taker, and Harold F. Doyle, attendant. Boomcrang, Ryland Vaughn Sr., operator; Olef Olsen, ticket seller; Ferris Bartroney, ticket taker, and Joseph Martin, William Lewis and Frank Miculupo, attendants. Cuddle-Up, Sabbas Mallativero, operator; Sal Asivad, ticket seller, Frank Brun, ticket taker, and Matthew DeFato, attendant. Caterpillar, James Phillips, operator; Frank Cronin, ticket seller; Jacob Rothman, ticket taker, and Paul Olin, attendant.

### Coney Shorts

Arthur Fishbein has bought out the interest of his partner, James Maginn, in the frozen custard stand on Surf. Latter left to play fairs with novelty merchandise. . . Phyllis Seskin, niece of Abe and daughter of Abe's brother, Max, who operates a Liddle and sun

park at Brighton Beach, celebrated her 16th birthday July 19. . . Staff of Dave Rosen's Palace of Wonders is mourning the death of Charlie Burns, long time talker there and all over Coney, July 25 in Coney hospital. . . Lili Sabini makes the mike announcements for the sequence of performances at Tirza's. . . Star man for Jacobs' milk bottle game is Izzy Drettler. . . Al Ginger, of Lane's Irish House, is a former lightweight champ who met all comers in his days in the ring. . . Vinegar Joe Kliennien, manager of the Clam Bar, celebrated his 75th birthday July 25. . . Tony Ragucino, formerly of Stauch's when it was a noted dance hall, is owner, and Patsy Savarese, Tony's god-father, is manager of that loudly painted edifice on West 15th where Harry Nelson and his family and others reside. Big sign outside reads, "Tony's Furnished Room House." Jack Stern reopened his old-time movies in Feltman's July 25. This makes his 11th season in the park. He also operates the Gay '90's Music Hall in Keansburg, N. J. . . Tirza and Her Wine Bath annexed a half-page of photo space in a recent *Collier's Weekly*. New talker is Torpy, shifted from Palace of Wonders. . . Moe Kramer, who operates I. Kramer & Son, is Coney's boss glazier. . . Jack Merr, fishing game operator, is mourning the loss of his dad, S. Benjamin Merr, who died at the age of 57 July 9 from a heart ailment. . . Kirsch's eatery has on its eye-fel staff Rose Silverbush, Grace Syphers, Marie Jones, Mary Leath and Flo Kelly. . . Grace Terra is chief cashier for Fishbein's custard.

## Jefferson Beach Lands Big Picnic

DETROIT, Aug. 2.—Deal for the largest show business picnic ever planned in Michigan was completed this week by Jefferson Beach Park with the Variety Club of Michigan, for Thursday, August 7. The Variety Club, representing the entire film and general amusement industry of Michigan, has induced the film exchanges and others in the business to shut down at noon, giving all members of the industry a chance to attend. Total attendance is expected to hit 50,000.

Event is being handled by Arthur Robinson, theater circuit owner, as chief Barker. Bill Shirley, of Columbia Pictures, and Eleanor Niven, independent press agent, are handling exploitation.

Highlights will be the selection of the bubble gum king and queen of Detroit and a fireworks program in the evening. Tickets are being sold at special rate giving the purchasers \$4.40 worth of rides at a \$1 price for the strip.

Arrangements were announced for the park by Manager Harry Stahl, past president of the Michigan Showmen's Association.

### Robert Bean Is Appointed Director at Chicago Zoo

CHICAGO, Aug. 2.—Robert Bean, who has been serving as acting director of Brookfield Zoo here since the death of his father, Edward H. Bean, in September, 1943, has been named director.

The zoo executive committee announced the appointment.

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For further information write or wire  
**J. V. SHAYEB, 258 Boulevard, Revere 51, Mass.**

## AC Concession Ops Battle Ordinance

ATLANTIC CITY, Aug. 2.—A group of resort concessionaires who operate here on a seasonal basis have taken exception to the campaign being waged by the Boardwalk Merchants' Association to have the itinerant merchants' ordinance enforced by the city. Earlier this week, the newly organized Boardwalk association demanded the city invoke the ordinance which has been on the books since 1935 which calls for seasonal merchants and concessionaires to be charged \$250 to \$500 instead of the usual \$50 license fee. The independent concessionaires pointed out that by and large they are permanent residents of the resort and therefore have the right to operate one, two or six months of the year if they so desire.

Many stands along the Boardwalk would be hard hit if the ordinance were put into effect. Real estate interests also are said to be opposed to the measure because it would definitely curtail rentals along the wooden way. The Boardwalk association, expressing concern over the deteriorated tone of the wooden promenade, also seeks to have several businesses outlawed on the "walk," and there is no doubt that a bitter battle will be put up by the smaller merchants who may not be in a position to have elaborate fronts erected for their stores and stands.

In another effort to correct beach evils, the city this week restricted beach chair concessionaires between Steel Pier and Garden Pier to a single row of chairs parallel to the Boardwalk. Previously, the concessionaires were permitted to set up two rows of chairs. The limitation was imposed after protests that chair and cabana colony operators were in effect establishing private beaches.

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**R. GLOTH, P. O. Box 66, Hartford, Conn.**

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A 10-Car Hey Dey (Whip), seating capacity, 50 adults; new platform plates (extra heavy); new cable, ride in A-1 condition. Rides may be seen operating at Guerneville, California. Reply:

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Island Park, Northumberland, Pa.

## Strolling Thru the Park

Happy Golden, veteran minstrel man and in more recent years assistant to Louis A. Bruno, manager of Candy Beach Park, Russells Point, O., was tendered a party in celebration of his birthday there July 7. Guests included Mr. and Mrs. Ed Reicher, concession operators on the boardwalk; Mr. and Mrs. Max Reicher, gift shop proprietors; Mr. and Mrs. Arbagast, cotton candy; Mr. and Mrs. Roach Herring, of Sarasota, Fla., frozen custard; Grace Murray, Newark, O.; Milt Tarloff, Louis Bruno; Mr. and Mrs. MacBarr, frozen custard; Gordon Bruno, ride operator; Ester Archey, in whose home the party was staged; Mr. and Mrs. Sweeney, ride and concession operator; Esther Archey, in whose name the skating rink operates. Following a spaghetti dinner, Golden was the recipient of numerous gifts.

Mr. and Mrs. Albert Solomon, Philadelphia, who operate five concessions at Rolling Green Park, Sunbury, Pa., celebrated their ninth wedding anniversary July 9 with a banquet in the park restaurant for concessionaires and employees of the spot. Guests of honor were Mr. and Mrs. R. M. Spangler, park owners; Margaret Luckangelo, sister of Mrs. Solomon, and Albert Solomon Jr. Guests included G. A. Gower, Mrs. Mae Gemberling, Mr. and Mrs. Charles Boyer; Mr. and Mrs. Russell Search, Mr. and Mrs. Ralph Runyan, Mr. and Mrs. Roy Ferster, Mrs. Cora Boyer, Mrs. Helen Neidig, Mrs. Amy Search, Mrs. Bess Ludwig, Shirley Fox, Lorraine Benner, Alberta A. Reed, Tressa Straub, Margaret Hughes, Alice E. Ferster, Lucy and Rosemary Orange, O. Naomi, C. Mildred and Laura Gemberling, Louise Weir, R. P. Van Winkle, Lawrence Ferster, Lear Wagner, Jim Hickey, Harry Moyer, James C. Reitz, Blain F. Fahringer, John Ginck, John James, Joseph Laterza, Samuel Renn, Thomas Vitali, J. C. McCarron, Al Weir, Marlin Straub Jr., R. Alan Ferster, Robert M. Workman, Charles H. Roush Jr. and Waffles Stifkin. Mrs. Solomon was gifted with a wrist watch by her husband.

Harry Batt, of New Orleans, manager of Pontchartrain Beach, spent several days in Chicago recently on business, attending the furniture mart and purchasing much new equipment for his new apartment and office building. He was accompanied by Mrs. Batt, who did Chicago's Loop stores. On July 10 Batt and Paul H. Huedepohl, NAAPB secretary, planned to Cincinnati for a quick visit with Ed Schott at Coney Island. While there they met several other park ops and were guests at an "out of this world" dinner tendered by Schott. Art and Hertha Breise, of the Thearle-Duffield Fireworks Company, were the Batts' constant companions in Chicago until they left for New Orleans July 11 on the Illinois Central Panama Limited.

## Jumpin' Jive! Les Brown Takes Symphony Ork Baton for Night

DENVER, Aug. 2.—Pop concerts, inaugurated at Elych Gardens here a few weeks ago, are really popping, according to John M. Gurtler. Recent development was featured on page 1 of *The Denver Post*. Here's the way Gurtler tells of the most recent development:

"Les Brown, currently featured in our Trocadero and known as a top member in the swing and jive set, was the guest conductor at the Pop Concert July 1. He conducted 50 members of the famed Denver Sym-

phon Orchestra. He was the guest of Saul Caston, conductor of the Denver Civic Symphony Orchestra. Brown conducted the ork as it played *March Slave*, by Tchiaskowsky.

"Not to be outdone, and in line of appreciation, Brown invited Saul to lead Brown's orchestra the following night after the pop concert."

The pop concerts, Gurtler says, continue to draw the crowds and are among the best promotions the spot has had in years.

Jefferson Beach Park, Detroit, received a publicity break July 20 in the rotogravure section of *The Detroit Free Press*, which devoted two pages to a picture story on the *Tunnel of Love*, written by J. Dorsey Callaghan, music critic.

Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, left Chicago Friday (1) to attend the New England Association meeting. He will visit in New York and Philadelphia before returning to Chicago.

Portland, Ore., Notes: Vic Malin, who pilots the float plane at Oaks Park, is a graduate of Western Skyways aviation school, Troutdale, Ore. He works on a flying-time contract. . . . Mrs. Ralph Schou, partner with

her husband in the photo concession at Oaks Park, says the comic drops draw the best play, and that from the adults, especially on a Saturday night picnic. The Schou family will interrupt its park stand to work the Washington County Fair at Hillsboro and wind up the season with a turn this fall at the Pacific International Livestock Exposition in Portland. . . . Ira S. Shellenberger, veteran assistant manager at Oaks Park, recently doubled in midway and maple during the Oakland, Calif., convention of the Roller Skating Rink Operators Association of the United States. Meeting was attended by General Manager Robert E. Bollinger and Dean Songer, professional at the park's rink, leaving Shellenberger driving with both reins. . . . Walker LeRoy, superintendent at Oaks Park, reports the two newest children's rides—Fly-o-Plane and Jeeps—are the most popular with the younger set. . . . Nancy Songer, operator of the new speed boat at Oaks Park, is the wife of Dean Songer, boat concessionaire and pro at the park's rink.

*New York World-Telegram* is running a series of half-page spreads on Coney Island by staff writer Murray Robinson. Articles are abundantly illustrated and well documented, with fine plugs for Steeplechase Park, Feltman's and other Coney Island spots.

Harry Batt, owner of Pontchartrain Beach, New Orleans, recently was visited by William Hitzelberger, executive vice-president and general manager of the Texas State Fair, Dallas; Bill de L'horbe, sales manager of the National Amusement Device Company, Dayton, O., and Maury Fogel and Mr. Guthrie, of Kansas City's Pla-Mor.

During the recent week-long festivities arranged for the celebration of Cincy Coney's 61st anniversary was the cutting of a huge birthday cake by Mayor Carl W. Rich. Cake was presented thru the courtesy of

## Unfavorable Weather Hits Maritime Spots Business

ST. JOHN, N. B., Aug. 2.—Unfavorable weather conditions affected patronage of maritime provinces' beaches and parks during May, June and July. There was far more rain than normal, and much of it chilly. Along the sea there was an overdose of fog, particularly on the Bay of Fundy, always a fog factory. The days and nights in which the heat and humidity drove most of the people to the beaches and parks for relief as well as entertainment were few.

## Willow Grove to Stage Firemen's Jubilee Aug. 27

PHILADELPHIA, Aug. 2.—Abington Township Firemen's Association, in suburban Philadelphia, will stage a firemen's jubilee at Willow Grove Park Wednesday (27).

Invitations have been extended to 100 volunteer fire companies in the surrounding counties to participate in a park parade and in competitive events. The park management will donate seven grand prizes for the day's program.

Randall J. Davis, manager of Cincinnati's Hotel Gibson. Fred E. Wesselmann, vice-president and chairman of Coney's board, was in charge of the celebration committee.

Farmer Boy Corn & Equipment Company has on exhibit in its New York showroom an antique corn popper and peanut roaster made by Cretors, Chicago, which saw 20 or more years of service in Coney Island.

## Sleepy Lagoon

PITTSBURGH, Aug. 2.—An unidentified man, lazily rowing in the lagoon at Kennywood Park here, caught himself an acrobat July 20. The acrobat was Montez De Oca, South American, who was gurgling in the water but not because he wanted to. Here's how it happened:

Lola De Oca, Montez's wife, as part of the free act at Kennywood Park, leaped from a 15-foot platform into Montez's waiting arms. When she landed, the impact sent Montez reeling off the stage and into the lagoon. The unidentified man fished him out of the muddy water unhurt.

Altho it was the duo's first appearance at Kennywood this year, Montez didn't feel as badly as he did at last year's premiere. That time he broke his arm!

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## Tenters Buck Rain To Garner Business

CHICAGO, Aug. 2.—Bad weather notwithstanding, tent show operators are experiencing a profitable season, according to word received from operators by Florence Benn, of the Benn Theatrical Enterprises here. Miss Benn also reports that plans are being made to open many new shows in early fall.

She has made a number of placements recently with tenters, including Charles Bartholomew and Helga Berry, with the Manhattan Players; Edwin Baylis, Val Balfour Players; Jerry Ashe and Gloria Nelson, Jack Brooks Company; Keith Hefner, Tilton's Comedians; Bob Gentry, Maude Nevins, Bob Brewer, J. M. and Bess Gains, Douglas Ackley and Norville Lambert, Neale Schaffner Players; Hazel Haslam and Edmund Trust, Christy Obrecht Players; Chester Sowa, Betty Bowen and Ida Gobley, Town Hall Players; Anthony Di-Torricce, Port Players; Johnny Watson, Dorothy Farley and Gene Tanner, Famous Players; Joseph and Bernice Toniutti, Madge Kinsey Players; Don Weage, Miriam Coonan and Mary Gordon, Harry Brown Company; Lee Diggle and Berman Bodell, Shady Lane Players; Annette Fitzpatrick, Anne Spaulding and Gail Alexander, J. B. Rotnour Players, and Don Weage, Brown Stock Company.

## Annon Hit by Rain But Says Takes Okay

DURBIN, W. Va., Aug. 2.—Annon Bros.' Shows, in their ninth week in the mountains of this State, found biz good in spite of almost daily rains and cold weather, reports Karl Annon. Last week temperature reached a low of 36. Org is scheduled to remain in West Virginia for a while.

A stage was added three weeks ago and the Great Jarvis, magician, and his company joined for the remainder of the season. Jarvis presents 45 minutes of magic and escapes. Harry Johns, who left recently, was replaced by Leo Bennett, who has charge of the canvas.

## Tent Store Show

By E. F. Hannan

A FORMER performer and friend has a tent picture and sales show. He rents a small lot in center of town, charges no admission, and has been bothered some for entertainment readers. He has fought back and paid only a lawyer's fee so far.

He runs a front-runner, short film and a trailer that cinches the idea that he is selling and advertising rather than entertaining. He plugs a health book and another small publication, the latter selling for a dime. He thought he was pioneering in the sales 16mm. film idea but when I told him that traveling picture shows do more or less selling, he was surprised.

In fact, I have written two pamphlets for operators playing schools that sell them to the school kids and get more than gas money. When he gets to small fairs, he will have something that should get him some money. And he'll be able to charge a small admission fee, as he will be off the public way. Looks as tho he'll have a good summer.

## Ellis "Rip" Starts Sept. 15

GRAND RAPIDS, Mich., Aug. 2.—John and Sally Ellis begin their 10th season with the old classic, *Rip Van Winkle*, September 15 in Cleveland, playing, as usual, high schools, colleges and universities. They are booked solid thru May 22, 1948, by the S. C. Sorensen Lyceum Booking Office, Cleveland, and will again play their established Midwestern route.

## REP RIPPLES

DELL PLAYERS will operate around Dover, Del., after September 1. . . . Flye's Show, presenting short-cast bills and pix in Western Missouri, has mothballed its tent and is now in halls. . . . Robert Thurmen pens from Pavillion, Wyo., that he has been doing okay with films in halls and later will take on schools with added short-cast bills. He also has taken on religious films for sponsored dates. . . . Pitt Players will get going in their established Pennsylvania territory after September 1. . . . Dorman's Comedians report okay returns in the Brownsville, Tex., area. Org has three people, presenting vaude and pix. . . . Graham Players, four people, will be around Buffalo after September 1. This will be their second season on sponsored dates. . . . W. J. McDonald will finish his resort season the middle of August and will be ready for a trek with a new school solo drama, *The Great Mouthpiece*, by E. F. Hannan. . . . Costa's Show reports satisfactory biz around Napanee, Ont. . . . From Galveston, Tex., Albert Griff reports that he will operate a 16mm. show in that area in the fall. He has bought all film of Carle's Show. . . . Brewster Players will be active around Salt Lake City this fall. . . . Lee and Smart are readying a school show to play around Erie, Pa., with short-cast bills and 16mm. films. . . . Crawford's Show, with five people and offering short-cast bills and pix, is in the Nelson, B. C., sector. . . . Suffolk Players, five people, will operate around Boston this fall, working auspice date. . . . Mrs. Bonnie Terrell is back at work at the Bonnie Theater, Amite, La., after having been confined to Oschner Clinic, New Orleans. Billy Terrell continues to look after other theaters and property in the area. He recently opened a pool and billiard parlor in Roseland, La., and has an ex-trouper, Dad Porter, in charge. Billy writes that he has quite a few former troupers on the pay roll, pointing out that "even our colored maid can talk our lingo, as she trouped on several carnivals as a blues singer."

THE TALBOTS (Ernie and Harry) have a flesh and pic trick around Sarnia, Ont. . . . J. A. Ogle is lining up talent for his rep troupe at Oxford, Ala. . . . Allerton Players again will be around Salt Lake City this fall. . . . Meadow's Show, with vaude and pix, is in Fayetteville, N. C., sector. . . . Francis Early, Philadelphia, reports that he again will operate his West Coast Players around Fort Myers, Fla. . . . Tibbett's Tent Show, presenting pictures and short-cast bills, is around Ardmore, Okla. . . . Everett Players, with cast of four, will be around Boston after middle of September. . . . Lanier Players, four people, will operate out of Atlanta this season. . . . Arthur Rosso and son, Harry, will have 16mm. films in southern Vermont after September 1. They have new equipment and recently purchased the film of Fred Marr's Show, which has operated in schools and under auspices in New England the past two years. Marr will move into the religious pic field opening the middle of August. . . . Carroll and Robinson will enter their second season of colored minstrel activity in the Macon, Ga., sector after middle of August. Eight-people org will play halls and theaters. . . . Gitt's Show, around Boulder, Colo., will soon take on short-cast bills in addition to pictures.

AUSTIN ESTES soon will have a 16mm. vaude trick in halls in the Lynchburg, Va., area. Show will move toward Tennessee. . . . A. L. Crouse is mapping a colored rep org, five people, to operate out of Tallahassee, Fla., after September 1. He has been connected with Carol Players. . . . Turgeon's Show, pix and

vaude, has moved out of Maine into Canada and will play territory around North Bay, Ont., for the next month. . . . Carle's Show, 16mm. films and short-cast bills, is around Enid, Okla. . . . A. E. Dow infos from Hagerstown, Md., that he has bought the Naylor Show's pic outfit and will get going in that territory around the middle of August. . . . Recent guest attractions on the Byron Gosh *Hit Parade* Tent Show were Delmore Brothers, Dixie Drifters, Blue Mountain Trio, Uncle Josh and Cy Lukens. . . . Sunapee Players, five-people org, are in the White Mountains of New Hampshire. . . . Gale's Show, Gale Newhouse, manager, reports good biz in halls and schools around Cape Girardeau, Mo., with vaude and pictures. . . . Lacey and Thompson, who have had rep and other shows in the Eastern Southern Atlantic States, are planning a colored minstrel to play halls in that territory. Org will open near Baltimore early in September with a cast of 25, featuring E. F. Hannan's *Ole South*.

## Notables Visit Sadler; McKennon Hosts Troupers

CANYON, Tex., Aug. 2.—While the Harley Sadler Show was in Dumas, Tex., recently, State Representative William Craig, Judge Pitts, of the Court of Civil Appeals, Amarillo, and Charles Thomas were visitors. Thomas can boast of some good parts in New York plays and a splendid war record since he last saw Billie and Harley Sadler, but he enjoyed talking about the time he trouped with the Sadler org.

Following the Thursday night (24) performance, Joe McKennon treated the 41 members of the Sadler show to a chicken supper served picnic style alongside the big top.

Sadler flew to Abilene over the week-end to look over his oil interests and brought back his partner, Robert W. McKissick, to catch the performance.

Lucille Clemons and Rai Baillie plan to be married in Lubbock when the org plays there week of August 18.

## Fred Campau Renews Attack On Michigan 16mm. Laws

DETROIT, Aug. 2.—In an open letter to Gov. Kim Sigler of Michigan, Fred J. Campau, of Pinconning, Mich., has renewed his demand for revision of the laws governing the operation of 16mm. equipment and the roadshow exhibition of films. Campau is acting secretary of the National Association of 16mm. Motion Picture Exhibitors.

Campau asked that the head of the State Police Department be instructed to stop interfering with legitimate operators or it will become necessary to stop using equipment entirely until there is a hearing. It is his position that ops now are prevented by the police from using "safe equipment" and that the law is not applicable to all.

## 'ROUND THE TABLE

(Continued from page 84)

charge a fee would be to deny some of the things these organizations do for the children. There is one big park in the West that charges a gate admission, then gives out passes to overcome gate charge on these children days. The passes given out are not always on the devices owned by the park, so in the long run the old charge at the gate gets to the park company.

It is rather difficult to charge a customer for something and give him nothing in return but the privilege of spending his own hard-earned cash.—L. C. ADDISON, Marshall Hall Park, Bryans' Road, Md.

## Brunk's Comedians Hit Road Soon

CINCINNATI, Aug. 2.—Joseph L. Fabiano, Fort Worth, reports that Brunk's Comedians will hit the road the middle of this month, a deal having been effected by him and H. L. Brunk, the latter to manage the org. The former is better known in rep circles as Joey LaPalmer.

Show will open in Oklahoma, La-Palmer says.

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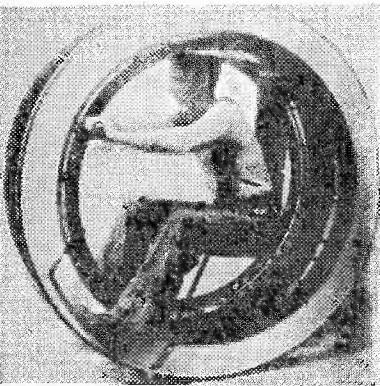


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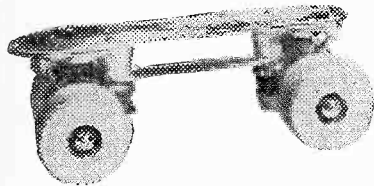
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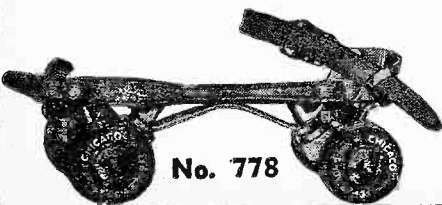
Tent, 50x140, extra heavy duck canvas. Maple floor, 3x10 ft. sections, 7,000 ft. 200 Pr. Chicago Clamp Skates. One Soundcaster P.A. System. One Mike and Stand. 3 large horn-type Speakers. 3 Coal-Burning Heaters. Plenty Records. One 10-Crate Drink Box, about 10,000 ft. 4x4 600 Cinder Blocks. All electrical wiring. 10 Benches. All in first class condition. Was all new Nov. 16, 1946. Reason for selling, making plans for new building. Call HORTON'S ROLLER RINK J-1234, after 11 P. M., or write 717 Eva St., Durham, N. C. PRICE, \$10,000.00 CASH.

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Mass-Produce Meal Tickets To Skate Thru a Depression

By Perry B. Rawson

(Editor's Note: In this issue, Perry B. Rawson, technician in the art of roller skating, publishes the first of two installments on the above-captioned subject. The second article will appear in an early issue of The Billboard.)

THE time to pile sandbags against the Mississippi River is before the flood. The time to bulwark the roller skating river is during the slack season—right now. There is no better time to study the art as applied to the mass public—the meal tickets, the slump killers. There is no better time to honestly inquire whether we have been doing right by our Nell; no better time to survey the box office; no better time to pile sandbags against this word "slump," which is being highlighted in the amusement business, and no better time to hunt remedies.

Even tho roller skating is a high class audience-participation art and sport instead of an amusement business, the same slump remedies apply. All slump cures follow portions of a standard prescription: Enlarge the market, get more customers, get new customers, improve the product, sell more goods, cut expenses and reduce prices.

Don't Cut Prices

Roller skating has no need to reduce prices because, first of all, it has too much to do in improving its product; secondly, it has not yet started selling real roller skating to the mass public. Instead of reducing prices it is more sensible that prices should be raised and geared to an improved product—a high-grade product. At the moment, mass roller skating is geared to a low-grade product, an imitation, a phony. A phony will not weather a slump. They will not buy it. The phony is scooting (*The Billboard*, September 2, 1944—*Scooting Versus Skating*—Rawson Bulletin No. 62).

I do not think we can scoot thru a depression with juvenile patronage only. I believe we can skate thru any depression with juveniles and adults combined. In New York I find no reduced theater ticket prices for hit shows. I can get seats only for low-grade products. My automobile agent isn't getting any reduced price on my new car, which he has been trying to get for two years. High-class products create big demand. Big demand is slump proof. So cutting prices is not the answer for roller skating.

Enlarging the Market

Before going technical and rehashing the much-talked-about revolution in plain skating technique needed to transform a phony into the real thing, let's ask ourselves if we can justify the changeover in terms of an enlarged market for an improved product. Well, there is nearly the whole nation to exploit—more than 140,000,000 people. All of them would like to skate—not scoot. I have referred to it as a gold mine, its surface unscratched.

Also from a slump standpoint, the minute you switch them over from misery, fear and the first-aid room

to joy, thrill and safety you will have automatically provided the world's No. 1 low-cost escape. What will be more heavily bought during a slump than the world's most enjoyable escape? And heavily bought by adults who need an escape more than juveniles need an escape.

Enlarging any market means getting more customers, getting new customers. Roller skating has two immense sources of supply besides the juvenile patronage it is now running on—the millions of adults who never have been on skates and the millions of adults who scooted previously. What a market!

Will Real Stuff Be Bought?

Altho a technical man and not a rink operator, I can, without difficulty, crawl inside the operator's mind and get the picture from the operator's angle. He knows the problem all right. It has been in print for years. He knows the problem contains the juveniles, the adults, the competitors, the masses, the "run around" given the public, the four out of five who do not come back, the sidewalk skate, the rink skate, the rink, the insurance, the first-aid room, the neglected beginners' training, the fear of falls, and fatigue. All this and more has appeared time and again in *The Billboard's* columns, in other skating publications and in available text books aimed at solving the problem. Yes, he is familiar with the problem.

Altho he may not admit it to outsiders, he knows also that he is selling scooting and is not selling skating. In many spots he knows the answer. Anyone who does not know the answer can find it in print. It has had wide distribution.

Will Public Buy It?

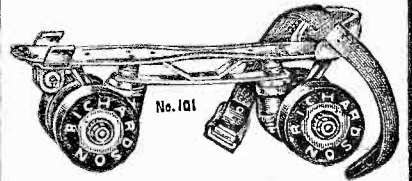
Knowing all this, I realize that what puzzles the operator and holds him back is exactly the same item that perplexes me, and to which item I have not got the answer: Will the public take it? Will it buy real skating and its joys or does it prefer to stick with scooting and its miseries? I can make a guess that it will buy real plain skating; that it will jump at the opportunity; that it will swallow plain skating hook, line and sinker. But I am not sticking my neck out and guaranteeing it. The most I can say is that every single indication unearthed during a 10-year experimental program on beginners and adults at my private laboratory leads one to believe they will break the baby's bank, if necessary, to buy real plain skating; that they will buy plenty of it; that they will buy it in preference to other sports and recreations.

Lab Has Answers

On the technical side I have, at the Asbury Park laboratory, all the answers on what and how they should be sold and how to sell them cheaply and safely on a mass-production basis. Any rink operator may come and get it. As a personal contribution toward heading off a slump I shall set aside the autumn of 1947 and the spring of 1948 for demonstrations to rink operators. All are welcome. Make appointments ahead. One day is sufficient. Opening date is October 2. Bring your skates. Non-skater or expert, it makes no difference. Bring a professional if you desire, but do not send a professional alone, as he will not be believed upon his return. The system is simple and safe, yet revolutionary and hard to believe from the telling thereof.

(In the next installment Rawson discusses the mechanics of converting scooters to skaters.)

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# Beaut Response to Jacobs' Intro of Hockey in Denver

DENVER, Aug. 2.—Roller hockey is rolling westward, the latest rink to inaugurate the sport being Irving L. Jacobs' Mammoth Gardena Roller Rink here, which presented the game June 13 to an enthusiastic crowd of 1,400 people.

"It was our intention to play only this one game to introduce the sport, since hockey is usually a winter game," said Jacobs, "but the public demand is such that we are forced to play again and expect double the attendance." Jacob said he has laid plans to organize four teams from junior high school, high school and parochial schools plus a semi-pro league. The last-named is practically organized already.

### Acceptance Amazing

"Frankly," said Jacobs, "the acceptance of roller hockey out here amazes us, and I am sending this news to *The Billboard* so that other rink operators will be aware of the great possibilities of this game when it is properly exploited and organized."

Jacobs' promotion received an excellent send-off in the press, the morning *Rocky Mountain News* of June 13 giving it a feature story play, along with a two-column action picture.

### Great Publicity

The story reads: "The nation's newest sports craze—a veritable mayhem on wheels—will be introduced to Denver tonight and the ladies in the first row are asked to please remove those hats."

"The reference isn't to automobiles but to roller skates—impediment of circus bears and long-time household booby traps.

"The inventive genius of the arena has put hockey on wheels and a new

sport is born—roller hockey.

"The game will get its Denver debut at 7:30 p.m. today at Mammoth Roller Rink and the general alarm has been sounded.

### Swept the East

"The new game, which has swept the East off its sporting feet, has every intriguing element of its parent sport—ice hockey—with the exception of the ice.

"Players brandish crooked hockey sticks, push a puck around the maple floor, wear outlandish protective clothing, swear, fight, bite, scratch, kick and don't get along with surety agencies.

"They apparently do not get along with referees, either. Masterminds of the game have incorporated the penalty box—favorite of ice hockey crowds—into proceedings so that every team has a bad man.

"Like wrestling and boxing, both hockey games leave a wide berth for exercise of tempers and the primitive urge to commit homicide. This seems to be tailored for the appetites of sportsmen, and women have come to judge sporting events by the amount of blood spilled on the field of play.

"The ladies, it is said, give a higher rating to a blood-smear nose than to the freckles on Van Johnson's kisser.

"Some of them have been known to rise up in the middle of the night shouting 'trow da bum out!'

"Impressario of the new sport in Denver is personable Irving Jacobs, whose achievements include a legitimate theater production on Broadway that arched the eyebrows of New York critics.

"The game is fast," he said. "I saw professionals at it in Detroit before a screaming crowd of 5,000 people and it was as thrilling as ice hockey. Faster, too.

"Denver's response to roller skating has been remarkable. Young and old alike go for the sport and the same people who like to try on the skates will like to see roller hockey," he said.

### School Coaches Get Preview

"Jacobs will invite Denver high school coaches to preview the game tonight. He believes it is a natural winter sport for high school and college competition and hopes to organize a high school league for competition when the snow flies.

"The game is played with a plastic puck—the little disk which gets pushed around by the 12 players on the floor. Rubber pucks, used in ice hockey, don't work on maple floors since they have a tendency to grab and roll rather than slide.

"Players wear a special shoe brake on the toes of the skate. The brake is a rubber cushion which brings them to the abrupt stops, which could mean the difference between splintered heads and thrills for the crowd.

"The brunt of the punishment is absorbed by the goal tender, whose job requires that he virtually give his life to prevent the puck from sailing past him into a cage called the goal."

### Seff's Emergency Trip Home

CINCINNATI, Aug. 2.—William F. Sefferino, operator of Sefferino's Rollerdrome here, cut short his vacation at Lake of the Woods, Ont., to make a hurried trip home by plane owing to the sudden illness of his mother. Sefferino, who left Cincinnati for the Canadian resort in mid-June and had planned to remain there until late August, reports the condition of his mother improved and that he may return to the lake for a few more weeks of fishing.

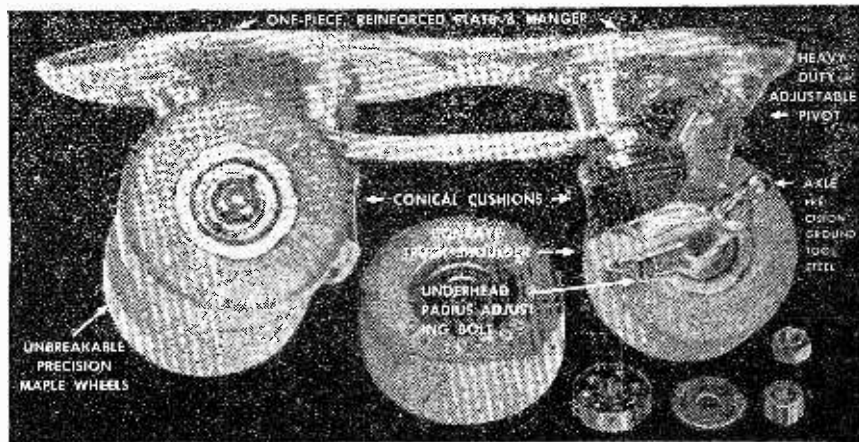


PRESIDENT'S DINNER at ninth annual convention of the Roller Skating Rink Operators' Association of the United States and first meeting of World's Roller Skating Congress, held July 2 in the Leamington Hotel, Oakland, Calif. At the speaker's table, left to right: H. D. Ruhlman, M. H. Irani, Phil Hayes, Harold Cornwell, Joseph L. Seifert, Chris Flannagan, Fred Martin, William T. Brown, Victor J. Brown, A. L. Powers, Fred Freeman, Robert Mills, J. W. Norcross, Jack Jackson, W. J. Betts and Al W. Kish.

### Mooar on Midwestern Tour 'New Skating Club in Albany

CINCINNATI, Aug. 2. — E. M. Mooar, of Carman Roller Rink, Philadelphia, on his annual vacation tour of roller rinks thru the Midwest, was a visitor at *The Billboard's* Cincinnati office July 24. Mooar said he planned a trip to Grand Rapids, Mich., which he hasn't visited in years.

ALBANY, N. Y., Aug. 2.—Interest in roller skating has accelerated to a new high with the formation of the Continental Figure and Dance Club at Hoffman's Skateland here, reports Arthur J. Armstrong. The club publishes its own paper, *The Continental*, twice monthly. Foremost aim of the club is a closer union of rinks for a more secure and progressive sport.



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GIANT BOA SNAKES, ARMADILLOS, WATER Buffalo, Iguanas, Horned Toads, Jungle Rats, Parakeets, one Cavy Argentinian Hare, genuine Black Wolf Pups, White Doves, Rabbits, Guinea Pigs, Monkeys, Porcupines, Prairie Dogs, Fantail Pigeons. Wire Otto Martin Locke, New Braunfels, Texas. au16

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LIVE SNAKES ALWAYS DRAW THE PUBLIC—"Brad" Bradford, Davisboro, Georgia, ships telegraphic orders same day received. "Dens" are our specialty regardless of size or cost. Showman now know their money goes further here. You can depend on receiving the type of Snakes that will last the longest and make money. "Brad" Bradford, Davisboro, Ga.

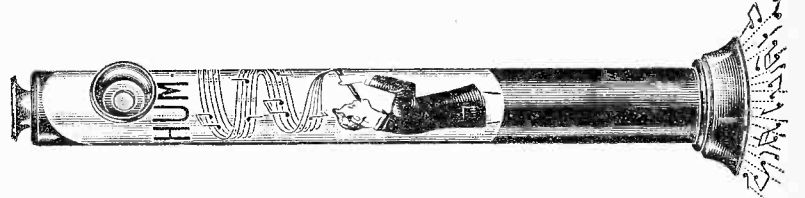
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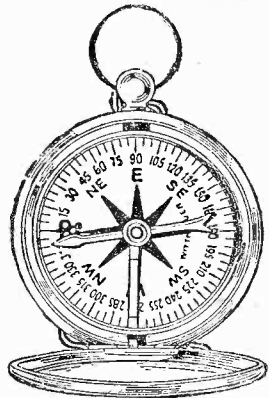
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Shiny Black Plastic Tube With Red Trim OVERALL LENGTH 13 Inches NO. BB77N110 PER GROSS \$24.00 Packed 6 Dozen to Carton. No Less Sold.

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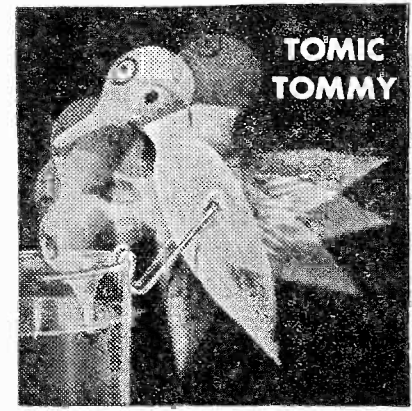


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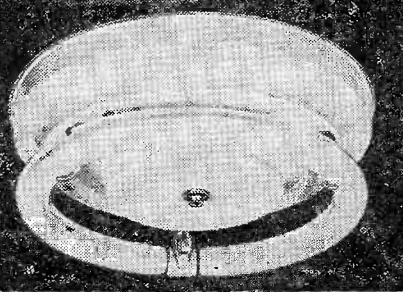
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**HEY!**

*It's a Long Life Rental Chair-Back For you Concessionaires*

BACK REMAINS FIXED IN ANY POSITION. WILL NOT FALL DOWN

HEAVY all metal welded frame work with padded soft cushion  
DURABLE fabric covered cushion and back

—SIZE—  
SEAT— 9 3/4" deep (overall) width 15"  
BACK— 16" high (overall)  
HOOK CLAMP— 2 1/8" depth

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**COIN-OPERATED MACHINES, SECOND-HAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 103 of this issue.

**COSTUMES, UNIFORMS, WARDROBES**

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 7c. Rhinestone G-Strings, \$7.50. Bras, \$2.00. Used Chorus Costumes, singles or sets, \$3.00 each. Bally Caps, \$7.00. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

ASSORTED BUNDLES OF CHORUS COSTUMES, Gowns, Trimmings, etc. \$5.00. Other Costumes and Gowns from \$3.00 up. Bally Caps, \$7.50. C. Conley, 308 W. 47th St., New York.

CREATIVE PAPIER MACHE DECORATIONS—Plaster, Displays, Masks made to order. No catalog. John Tractorius, 603 W. 45th St., N. Y. City. Circle 6-7672. se6

RHINESTONE SETTING PUNCHES, \$4.50. 1st grade Stones with Settings, \$1.85 a gross. Elastic Hose, \$4.50. Rubber Bands, \$1.75 pair. Theatrical Eyebrows, \$1.35. Other Accessories and Costumes. Evelyn Rowe, Box 233, Radio City Station, New York 19.

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**FOR SALE SECOND-HAND GOODS**

ALL-ELECTRIC POPPING UNITS—GEARED Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. au23

BARGAIN! FOR SALE—ONE BURCH MODEL 75-B large size Popcorn Machine, in working order. Used about eight months. Price \$195.00. Service Vending Co., 310 South St., Hagerstown, Md. au9

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing. 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianola, Iowa. oc4

FOR SALE—10 ELECTRO-SERVE HOT POPCORN MACHINES. 3 brand new, \$100.00 per; others slightly used, \$80.00 per. Also 8 Cash Trays, brand new, \$5.00 each. 1/2 down on order needed. Write John Iraci, 49 1/2 Eighth Ave., New York 14, N. Y.

FOR SALE—5 BOXBALL BOWLING ALLEYS. Want to buy small Steam Engine from Cretors Popcorn Wagon. R. Every, Clarklake, Mich. au23

GAS POPCORN POPPER—16MM. SOUND Projector, P.D.Q. Camera, Gold Stamping Machine, Engraving Machine; bargains. Charles Byrne, 910 Exchange St., Keokuk, Iowa.

POPCORN TRAILER—TEN AVAILABLE, NEW Krispy Korn, 1250 S. Halsted, Chicago. au30

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Serpentine Balloons, Gr. ... 3.50  
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BARR Raggedy Ann, Raggedy Andy and Dolls of Nations Balloons are the top flight, fast turnover items of the year.

The red, white and blue box with the famous BARR Shield is your positive assurance of quality, value, sales appeal—and gratifying profits.

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**FOR SALE—1 AFRICAN DIP**, IN GOOD CONDITION; option to patent. N. F. Keller, 1915 North Fairfax Drive, Arlington, Virginia. au9

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**MAKE US A REASONABLE OFFER FOR THE** following Arcade Machines: 1 Texas League, Deluxe; 1 Tommy Gun, 2 Scientific Uprights, 2 Shoot-to-Tokios, 1 Sky Fighter, 1 Lifter, 1 Wee Gee, 1 Rapid Fire, 2 Chicken Sam's Conv., 1 Bally Tank, Thunderbolt, 1 Change Booth, 1 Voice Recorder (General Industries), 3 A.B.T. Model F's, 3 A.B.T. Game Hunters. Write A. Sherman, 4002 16th Avenue, Brooklyn 18, N. Y.

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**HARR KHAN—PSYCHIC MENTALIST**, Desires reliable promoter, agent or agency to book act in Northwest States. Programs consist of mindreading, predictions, foresight, memory acts, etc., and is the best of its kind. Strictly a high class act. Full details upon request. Write Harr Khan, 831 Lowry Avenue Northeast, Minneapolis, Minnesota.

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**MANAGER TO BOOK, PUBLICISE, PROMOTE** up and coming male comedy team. Call Mulberry 1460 after 6 p.m., Chicago.

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**WANTED—TEACHER FOR ADVANCED BALLET, Acrobatic and Toe; begin Sept. 1st.** Huntley School of Dance, 307 Municipal Auditorium, Oklahoma City, Okla.

**WANTED—RIDERS AND SPECIALTY ACTS**, for contests. Amateurs and professional. Low entry fees. Mount money assigned. Prize money guaranteed. Write Forrest Noble, Eaton, Ohio.

**WANTED—PAPIER MACHIE, SCENIC ARTIST** or Display Man. Good job for right party. Must use cutawl and deliver. Shropshire, 3409 Parry Ave., Dallas, Texas.

**WANTED—3 MARRIED COUPLES TO RUN A** Concession, each on 50-50 basis and can drive truck, and Merry-Go-Round Foreman (no drunks tolerated). Will also book Bingo, Sideshow, extra rides and Concessions. Write me what you have and can do at once to Giffords Rides and Amusements, Noble, Okla.

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R.W.B. Batons w/o Bells	Gr.	14.00	Electric Scotty Lamps	Dz.	16.00
6-8" Tails w/Comic Cards	100	5.50	Pin-Up Plaque, Round	Gr.	9.25
10-12" Tails, No Cards	100	9.00	Pin-Up Plaque, Horseshoe	Gr.	9.25
16-18" Heavy Bushy Tails	100	30.00	Glass Min. Hdle. Mugs	Gr.	3.40
Yellow Whistle Birds	Gr.	9.00	Whiskey Glasses	Gr.	3.25
Metallic Whistle Birds	Gr.	12.00	5" Glass Tumblers	Gr.	3.95
4" Dart Balloons	Gr.	1.50	Juice Tumblers	Gr.	3.50
Worth Baseballs	Gr.	2.15	Glass S & P Shakers	Gr.	2.90
Aluminum Milk Bottles	Ea.	1.35	Glass Candle Holders	Gr.	4.50
Wood Milk Bottles, Plain	Ea.	.50	Glass Ash Trays	Gr.	3.25
Wood Milk Bottles, Loaded	Ea.	.75	Glass Dessert Dishes	Gr.	4.25
Plaster Doll, Asst. 1 1/2 to 1 1/2	Dz.	3.60	Glass Custard Cups	Gr.	4.25
Plaster Plaque, Asst. Fruits	Dz.	3.00	Glass Hdle. Grape Dish	Gr.	4.25
18" Hat Bands, Comic, 100, \$1.40; 1000	Gr.	19.50	Plastic Brooches, Carded	Gr.	4.50
Felt Cholo Hat w/Feather	Gr.	21.00	Plastic Bracelets, Colored	Gr.	4.50
Felt Spanish Hats	Gr.	30.00	Plastic Thimbles	Gr.	.85
Pin Wheels, Seconds	Gr.	4.25	Plastic Animals, Stand-Ups	Gr.	1.00
Lash Whips, Rayon Covered	Gr.	14.00	Plastic Toy, Kn., Fork, Spoon	Gr.	.85
Pin-Up Mirrors, Round Cell. Back	100	4.50	Band Rings, White Metal	Gr.	.60
Turn-Over Mirrors, Paper Back	Gr.	4.50	Band Rings, Gold Plated	Gr.	1.65
Comic Mirrors, Paper Back	Gr.	4.50	Stone Set Rings	Gr.	1.00
Comic Books, Small	100	1.25	Ash Trays, Metal, Enameled	Gr.	3.00
Comic Books, Large	100	3.00	Cigaret Cases, Enam. Metal	Gr.	4.50

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18KT. YELLOW G. F. . . . . \$6.00 DOZ.  
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Attractive Pound Boxes of Nut-Fruit  
**CHOCOLATE FUDGE (Not Coated)**

Small blocks, each piece in bon bon cup.  
\$3.34 Doz. Freight prepaid. 3 doz. to case.  
Barbara Fritchie Chocolates, Frederick, Md.

# AUGUST 6\*

\*That's the last day on which you can reserve space (by wire or phone) in

## The Billboard Mid-Summer Special

DATED AUGUST SIXTEENTH

All commercial advertising copy must be air-mailed, special delivery, to reach Cincinnati no later than August 7.

**THE BILLBOARD PUBLISHING CO.**

2160 PATTERSON ST.

DUNbar 6450

CINCINNATI 22, OHIO

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- 4 to 7" Hoop-La Rings. Doz. .70
- Cat Rack Cats. Ea. 2.00
- French Weighted Darts. Doz. 1.50
- Dart Balloons. Gr. 1.65
- Wood Milk Bottles Ea. .50
- Aluminum Milk Bottles. Ea. \$ 1.50
- 2 Lb. Weighted Milk Bottle. Ea. 1.00
- Knife Rack Rings. Per 100 3.50
- Cane Rack Rings. Per 100 3.50
- Shooting Corks. Per 1,000 2.75

- BEACON BLANKETS**
- TOBA, Indian design. Ea. \$2.70
  - MIDWAY, Plaid. Ea. 2.70
  - MAGNET, Plaid. 3" Sateen Bound. Ea. 3.35
  - MINCO, Indian design. Sateen Bound. Ea. 3.35
  - Less 10¢, Lots of 30

- Dice Lamps. Ea. \$ 1.45
- Scottie Lamps. Ea. 1.45
- Medium Leis. Gr. 3.60
- Jumbo Leis. Gr. 6.50
- Cellophane Leis. Gr. 6.50
- Comic Felt Hat Bands. Per 100 1.50
- Per 1,000 13.50
- 22" Crook-Handled Plastic Cane. Per 100 6.95
- Swaggers. Gr. 9.50
- Silver Canes. Gr. 14.50
- Red, White and Blue Batons, with Bells. Gr. 16.50
- Parachute Troopers. Gr. 13.50
- Flying Birds. Gr. 13.50
- Small Pin-Up Plaques. Doz. .85
- Large Pin-Up Plaques. Doz. 1.95
- Horse Shoe Plaques. Doz. 1.75
- Straw Horse and Rider. Doz. 2.95

#### U. S. SLUM

- Wedding Rings. Gr. \$ .65
- Plastic Thimbles. Gr. .85
- Comic Mirrors. Gr. 2.95
- Comic Books. Per 100 1.25
- Comic Buttons. Per 100 1.65
- Wolf Buttons. Per 100 1.65
- Paint and Puzzle Books. Gr. 4.95
- Ass't. Prevue Broaches. Gr. 8.40

#### GLASSWARE

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- Miniature Mugs. Gr. 3.45
- Ash Trays. Gr. 3.60
- Tumblers. Gr. 3.95
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- 9" Mixing Bowl. Packed 2 Doz. Doz. 2.25
- 10 1/2" Fruit Bowl. Doz. 2.25
- Fire-King Bowl. Packed 2 Doz. Doz. 2.25
- Crystal Candy Dish and Cover. Dlx. 1.95

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- Professional Bingo Cards. Per 100 \$ 4.00
- 3/4" Red Plastic Markers. Per 1,000 2.25
- Wire Bingo Cage, rubber coated, with Balls and Master Card. Ea. 10.50

25% Deposit with C. O. D. Orders; F. O. B. Indianapolis.

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THURSTON ASTRAL FLOATING LADY—Girl floats into audience, \$5.00. "Headless Girl" Illusion, complete, \$50.00. Magic, Illusions, Mindreading—buy, sell, exchange. Big 224 page catalog, 25 cents. Heaney, Oshkosh, Wis.

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WORLD'S LARGEST MAGICAL MAIL ORDER House. Illustrated professional list, 30c. Geovoes, G.O.P. 217-B, N. Y. 1, N. Y. se6

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WHETHER YOU NEED A NEW TRAILER—Coach—large or small—or a used one, we can serve you. We do our own financing and can offer liberal terms. Also Accessories, Insurance and Repairs. Rogers Trailer Ranch, Rantoul, Illinois. Phone 393. au16

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**JOE END & CO. Inc.**  
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Cor. Prince St., N. Y. 12, N. Y.  
Telephone WA lker 5-8280

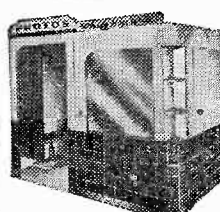
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11" in length, assorted colors. 4 samples, \$1.00 postpaid. Price, \$15.00 per hundred. Best ball game and scale item on the market today.  
**10 GR. SLUM—\$9.00**  
25% deposit must accompany all orders. Merchandise shipped same day order is received.  
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SPECIALS ★ CARDS  
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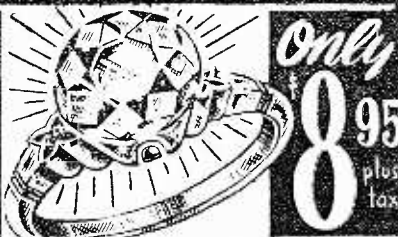
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AVAILABLE FOR CARNIVALS WITH MY Exclusive sensational act, "Why Does the Sun and Moon Follow Me." Will travel anywhere. Write for particulars. Arly Green, care Greublad, 850 15th Str., Brooklyn 20, N. Y.

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JOE TREE—STILT WALKING, OUTDOOR Entertainment. Joe Tree, 2528 S. Roman Ave Chicago 23, Illinois. au16

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DOWN GO OUR PRICES!

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Beautiful animal in long-hair fur, 30" tall. Assorted colors. Packed 1 dozen to the carton. ONLY \$42 DOZEN

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SPECIAL \$27 DOZEN

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Size 12"x10". Ass't. colors. \$8.00 Doz. SPECIAL

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16"x8" PRESSED MASK \$9.00 Doz. FACE, RAYON PLUSH.

25% deposit with orders, balance C. O. D. (if not rated)

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QUICK PROFITS—SELLING PERSONAL IN-ited Buckles with Belts, Cap Badges, Tie Hold-ers, Emblems, Uniforms, Shirts, Caps, Ties, etc. Sure repeat orders. Easy selling outfit offer. Write Hook-Fat Company, Dept. 10, Roanoke, Virginia. au16

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10,000 GOVERNMENT SURPLUS BULOVA Wrist Watches



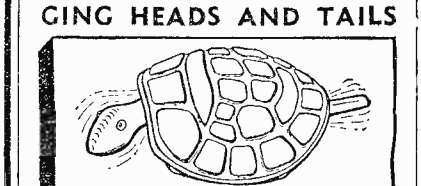
16 JEWELS Immediate Delivery • Waterproof • Shockproof • Shock resistant • Sweep second hand • Genuine leather strap • Stainless Steel Back \$13.95 1/2 DOZ. LOTS SINGLE SAMPLES—\$14.75 EACH • ALL WATCHES GUARANTEED • 10% Tax for Non-Resale Purpose. 25% With Order. Balance C. O. D. WRITE FOR NEW 1947 CATALOG.

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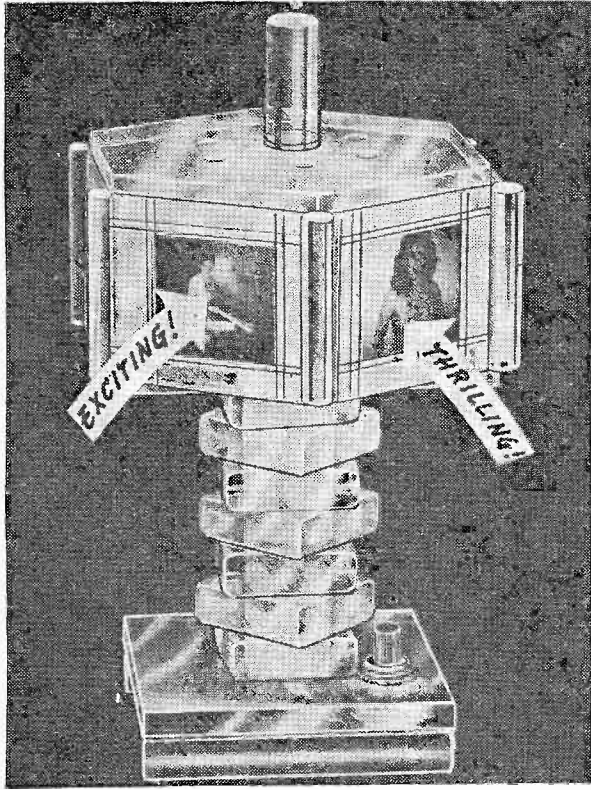
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Ladue, Em.  
Lafkas, J.  
Lalage, Miss  
Lambert, Bob  
Laswell, Mrs. Frances  
Laswell, Mrs. Martha  
Latina, Sam  
Lavelle, Carl  
Lavelle, Mrs. Don  
Lawson, Thomas  
Lazella, Phyllis  
Lee, Mrs. Floyd  
Lee, Mrs. Ora  
Lefebver, Jack  
Lento, Tony  
Leslie, Bert  
Leslie, Miriam  
Lester, Lee  
Lewis, M. G. Dick  
Lewis, J. Y.  
Lewis, Lucille  
Lewis, Sammy  
Dicklighter, Mrs. Lucy & Wm.  
Little, James
- Lider, Geo.  
Littlefield, Norman  
Livelyon, Mrs. J.  
Lockett, Frances  
Lockhart, Pete  
Loffis, Cloud  
Long, J. W.  
Lopez, Mrs. Kathleen  
Lopez, Linda  
Lorenz, Henry T.  
Lowrey, Joseph W.  
Lowrey, Sammy M.  
Loyd, Johnnie  
Lucas, Robt.  
Luck, Viola  
McCall, Jim  
McCandless, James  
McCarroll, Joe  
McClure, Harry  
McCreary, Emile G.  
McCreary, Sidney  
McDonald, Martin  
McDaniels, Mrs. Grace  
McDaniels, Lee  
McDonald, P. L.  
McGee, Andrew  
McGee, Chas. (Blackie)  
McGill, Frank  
McGill, L. J.  
McGinnis, Mrs. Anes  
McGrath, Leo  
McGrath, Mrs. Philip A.  
McIntosh, Dave  
McKinstry, Curtis  
McLaughlin, Bill  
McSpadden, John  
McWie, Paul  
Mack, Cuban  
Mack, Raymond  
Mallman, M.  
Maloney, James M.  
Mannes, Mildred  
Marchion, Harry  
Marks, Dewey  
Marlowe, Sam  
Martensy, Hensley  
Martin, Buel or Daisy  
Martinkus, Jack  
Mason, Harry E.  
Mason, Mike  
Matthews, Howard  
Maxwell, A. R.  
Maynard, E.  
Meade, Julia  
Mcneary, Henry E.  
McNeil, Fred  
Merritt, Ray  
Meserve, Mrs. Marjorie  
Mespelt Jr., Wm. J.  
Melhor, Mike  
Meyers, Clint V.  
Michel, Bob  
Miles, Chas. J.  
Miller, Mrs. Alice  
Miller, Betty  
Miller, Chas. J.  
Miller, Mrs. Earl  
Miller, Gotch  
Miller, L. C. Ted  
Miller, Roy R.  
Miller, Ruby  
Ming, Roy, Princess  
Mitchell, Chas. Thomas O.  
Mitchell, Larry C.  
Mitchell, Larry C.  
Mitchell, Mike  
Mitchell, Miller J.  
Mitchell, Pete D.  
Mitchell, Tony  
Mixon, J. E.  
Moare, Howard  
Mocell, Mrs. Helen  
Mocista, Vito  
Mondhi, Prince A.  
Monroe, Benjamin  
Monroe, Buddy  
Monroe, Mrs. Helen Pearl  
Montgomery, Mrs. M. M.  
Morgan, Evelyn G.  
Moroco, Bill  
Morris, F.  
Morris, James  
Morrison, Harry  
Moudry, Harry  
Moxes, Fred  
Mueller, Lucile  
Mulligan, Bill  
Munroe, Jack  
Myers, Don  
Nathanson, Sidney  
Nelson, Zeb  
Newstadt, Carl  
North, Miss. Bee  
Nicholas, Base  
Nicholas, Base  
Lular  
Nicholas, Joy  
Norman, Chas. A.  
O'Dair, Jack  
O'Dell, Patricia  
O'Malley, J. G.  
Owens, Harry  
Owens, J. E.  
Owens, James  
Owens, S. E.  
Page, I. C.  
Page, Chas.  
Puka, Miss Taboo  
Palfrey, Stanley  
Palmer, Earl  
Paradise, Jas.  
Parker, Betty  
Parker, Curtis M.  
Parks, Mrs. Carl  
Parnell, Esther  
Parsons, Geo. (Army)  
Patterson, Rose Bill  
Patton, Vincent J.  
Paul & Sarah (Whelan)
- Pauley, Lloyd  
Payne, Mrs. Evlam  
Pearman, Mrs. Mike  
Pelon, Chas. W.  
Peppers, Danny  
Peterson, Mrs. Gladys  
Petit, Arthur  
Peyton, Ella May  
Phillips, Mrs. Beatrice  
Phillips, Frank (Blackie)  
Phillips, W. L.  
Piper, Prof. A. F.  
Pone, Carl V.  
Porter, Ernest  
Powell, Miss Jay  
Powers, Miss Ervel  
Powers, Mrs. Nellie R.  
Preston, C. A.  
Preston, Sidney  
Prewitt, J. W. Tex  
Price, Mrs. Arthur  
Price, Bill  
Price, Fay  
Pruce, Buster  
Pugh, Gattus  
Puteett, Wayne  
Pyne, Robt.  
Pyrdum, Carl S.  
Qualls, Knox  
Quist, Irving F.  
Rae, Ginger  
Rambo, Wesley P.  
Rambolup, Bingo  
Rawe, W. G. (Doc)  
Ray, H. E. (Happy)  
Reid, James  
Reid Sr., J. Francis  
Reinhart, Jack  
Renbens  
Renfro, J. H.  
Resell, John I.  
Renbens, Harry  
Rhodes, Curley  
Ribeau, Pat  
Richard, Mrs. Goldie  
Richey, Luther  
Rick, Johnny  
Riley, Mrs. F. A.  
Robbins, Clarence  
Roberts, Curtis  
Roberts, Miss Gene  
Roberts, W. A.  
Robinson, Linda  
Robinson, Ruby  
Robinson, Wayne  
Rodeo, Inc.  
Rodgers, Frank T.  
Romana, Ray  
Rooks, Harry  
Rose, Bert  
Rose, Mrs. Glenda  
Rose, Larry C.  
Ross, Jay Harry  
Ross, Joe  
Rossi, Eveline  
Runddett, Roy  
Rush, Alice Leslie  
Rush, Alice (Collins)  
Rush, E. F.  
Russell, Jack B.  
Russell, Paul  
Sabodie, Geo. Shirl  
Salf, Sam  
Salisbury, Bill  
St. Jeremiah  
Sampson, Thomas O.  
Scanlon, Bill  
Scanlon, Mrs. Robt.  
Schafter, Capt. Billie  
Schmidt, M. E.  
Schwartz, Juliet  
Seriver, G. H.  
Serwalka, Thomas  
Setzer, Stephen  
Setzer, Bessie  
Sovell, Dick B.  
Svapiro, Mrs. Marie  
Sharat, Homer  
Sheahan, Chas.  
Shewski, Harry  
Shill, Chas.  
Shore, Jack  
Shoreck, Leo  
Sickels, Bob  
Sickels, Willard  
Simon, Miss Tex  
Simmonds, Mrs.  
Simson, Wilfred  
Slaughter, Kenneth  
Slaur, Philip  
Smith, Andrew E.  
Smith, Minnie  
Smith, Honor  
Smith, Harrison  
Smith, Ray  
Simson, Kitty  
Sornson, Mrs. Sicrid  
Soulon, Jack H.  
Stacey, Wm.  
Stack, P. G.  
Stacy, B.  
Stanks, Geo.  
Stanley, Mrs. Betty  
Stanley, Clarence  
Stanley, E.  
Star, Hedy Jo  
Starbuck, Harry G.  
Stewart, Arthur  
Stewart, R. E.  
Stewart, Sneed  
Stone, Louis G.  
Swain, Cecil  
Sweet, Mrs. Inez  
Tassillo, Ruth  
Taylor, Fred  
Taylor Jr., Herbert  
Taylor, Marion  
Taylor, Wm. A.  
Tharpe, Robt. Tex  
Thomas, Demetro  
Thomas, James Tex

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Straw Horse and Rider**  
13 in. high, 8 in. long  
Dozen . . . . . \$2.95  
(F. O. B. Indianapolis)  
25% deposit with order.

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STAINLESS STEEL  
EXPANSION**




**MEN'S—GROSS LOTS \$17.50  
LADIES—GROSS LOTS 23.50**

15¢ per doz. extra in less than gross lots.  
Gold plated, 5¢ each additional.  
Cash or 1/3 Deposit, balance C. O. D.

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325 W. HURON ST. CHICAGO 10, ILL.

**TIMELY! A FAST SELLER**



**Play Ball!  
The National Game**

No. D320 sells out fast in taverns, cigar  
stores, clubs, pool halls, liquor stores, fairs,  
bars, etc. This stupendous deal consists of  
70 assorted and frequently changed surprises in  
packages. Each contains a good 10¢ value.  
(Shipped by express or freight, collect.)  
Weight, 12 lbs.

**COSTS YOU \$3.50** Lots of 14 **\$3.35 EA.**

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**CHAIRS**

Folding, non-folding  
Many Styles  
Steel, Wood,  
Bridge.

Site requirements  
Minimum order—two dozen

**ADIRONDACK CHAIR CO.**  
Dept. 5, 1140 Eway, New York 1, N. Y.



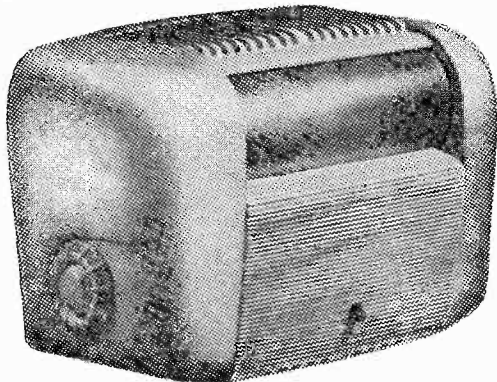
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A PROVEN SALES PRODUCER ON BOARDS-GAMES

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IVORY PLASTIC CASE Beautiful ivory plastic case with scientifically designed no-glare bed reading light. Tubular type bulb—frosted curved diffuser lens. Universal brackets to fit any bed. Can't be beat.

SUPER 5 TUBE RADIO Radio covers full broadcast band, 535 to 1620 Kc. Built-in loop aerial. Dynamic speaker, automatic volume control. For fine, modulated tone or for volume to spare, it's a winner. Cabinet measures 9 3/4 x 7 x 5 1/2 inches. Rush your order. You can be first with it if you act quick.



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America's Premium Headquarters

D. A. PACHTER CO.

705 W. WASHINGTON BLVD. CHICAGO 6, ILL.

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(Continued from page 97)

- Thompson, Mrs. D. S. Wells, Gill Thompson, Earl Tisky, Walter Tracy, L. H. Travis, James Turcotte, Maxine L. Turner, Everett B. Tucker, A. R. Ulrick, Fred Frank Underhill, Howard (Buddy) Urich, Miller Vecelli, Mrs. T. J. Vick, Al H. Vine, Dr. E. J. J. R. Vitale, Joe Vitoli, Thomas Wagner, Jerry Walker, Mrs. R. L. Wausley, Edward Wanko, Miller Ward, Mrs. Betty Ward, Robt. H. Ward, Travis C. Warneski, Ralph J. Wasso, Joe Weaver, Jerry Owen Webb, Owen Webb, Mrs. R. L. Webster, Fred Webster, Mrs. Bab Webster, G. W. Wedge, H. C. Weintraub, Michael Wells, Henry

- Walker, Bertram Duncan Walker, Tim Watts, Leroy Weimner, Mr. & Mrs. Herman

- Wheatley, Al or Arthur White, Patterson Wolf, M. Wright, James Wright, Sam Zagara, Irma

- Littler Sr., James L. McCarey, Cecil McCoy, Miss Norina Jean McGaugh, G. W. McGrean, B. E. McGregor, Harold McMitchell, Daniel Majkoski, Mrs. Miller, Earl W. Miller, Jean Miller, Paul Mouroe, Robert Allen

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NO MOVING PARTS --- NOTHING TO GO WRONG! Flies Easier Than a Kite --- Any Child Can Fly 'Em! Highly Colorful --- Comes In Attractive Package GET IN ON THE GROUND FLOOR Gross Lots \$21.60 --- Discounts Larger Quantities Send 35c Coin for Sample 25% Deposit Required with Order --- Balance C. O. D. F. O. B., Corpus Christi, Texas

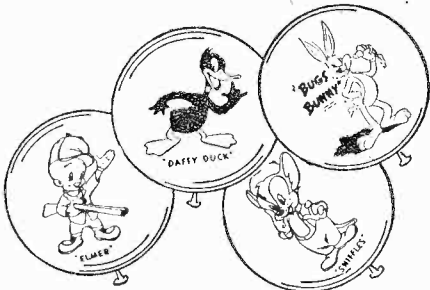
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Calling all Dealers... PROCEED IMMEDIATELY TO EXTRA PROFITS! Tune in NOW for extra, effortless profits with the most sensational 3-way radio ever built! Works anywhere, any time, on AC, DC or battery. No higher than your fountain pen, yet can hold 5 "A" batteries and 1 "B" battery! 'Super-Mite' ONLY \$29.50\* LIST PRICE IN ASSORTED COLORS 3-WAY PORTABLE AC, DC or BATTERY Small enough to be packed in a suitcase, yet has the following features: AMAZING POWER! 4 1/2" ALNICO #5 SPEAKER WITH A HEAVY-DUTY SLUG WEIGHING 1.47 OZ. \* SELINUM RECTIFIER (NO RECTIFIER TUBE NECESSARY) \* USES FOLLOWING TUBES: 1-LR5, 1-174, 1-155, 1-354 \* FULL-SIZE 2-GANG VARIABLE CONDENSER. FULLY GUARANTEED! LARGE QUANTITIES AVAILABLE FOR IMMEDIATE SHIPMENT! \* Highly polished aluminum cabinet, molded plastic front and rear \* Super-sensitive transformer \* Built-in Loop \* Licensed by RCA and Hazeltine \* Packed in air-cushioned cartons \* Backed by National Advertising! \* Comes in Assorted Colors \* Size: 4" wide, 5" high, 8" long \* Automatic Volume Control \* Slide Rule Dial \* 4-tube Superheterodyne \* Uses standard, full-sized components; parts interchangeable anywhere. WRITE TODAY FOR SAMPLE AND QUANTITY PRICES \*Less Batteries CARTER RADIO AND APPLIANCE, Inc. 43-45 43RD ST., DEPT. BB-8, LONG ISLAND CITY 4, N. Y. Phone: Stillwell 4-2061





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LOOK AT  
WHAT'S NEW  
**'BUGS BUNNY'**  
AND HIS  
GANG ON  
**OAK-HYTEX  
BALLOONS**



The exclusive appearance of **BUGS BUNNY** and companion characters from the popular Warner Bros. movie cartoons is further evidence of Oak leadership. These new "prints" are bound to be terrific money makers. See your jobber today.

**The OAK RUBBER CO.**  
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Distributors for Oak-Hytex Balloons  
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**GIANT  
\*DAREX  
BALLOONS**

For  
IMMEDIATE  
DELIVERY

**DEWEY AND ALMY  
CHEMICAL COMPANY**  
CAMBRIDGE 40, MASS.

REG. U.S. PAT. OFF.

# Pipes for Pitchmen

By Bill Baker

**JOE BAKER . . .**  
who has been working jewelry at Celoron Park, Jamestown, N. Y., since July 4, postals that he is moving into Indiana soon.

**HEADING WEST . . .**  
into Tom Kennedy country is W. P. Pordom, who writes from Erie, Pa. Altho he recently worked the Erie Railroad shops and market there, city is not so hot, with city license for working outside the market coming at \$200 a day. The General Electric plant has 5,000 men, he says, but they can't be worked because they're on private property. The paper mill is also out and can't be worked. Pordom warns pitchmen to avoid the city and says that the only reason he stopped was to pick up a new trailer.

**HOLDING THEIR OWN . . .**  
at Celoron Park, Jamestown, N. Y., while waiting for the fairs are Mae Reilly and Jim Clark.

**MISSOURI BILL . . .**  
has been clicking with sharpeners at Celoron Park, Jamestown, N. Y., and Doc Hughes has been doing his usual okay with the crowds at the same spot.

**SAM AND CAROLYN LEVY . . .**  
of jewelry fame, were getting the geedus at Galveston, Ind., according to E. J. Horst, when he caught them there recently. The Levys have been enjoying good early-season business with the Baker United Shows and are sporting a new Packard. They start on a string of Ohio fairs soon.

**JOHN CHILLES . . .**  
postals from Milwaukee that he is putting his pitchman talents to use as a member of the service staff of the Hotel Schroeder in the Wisconsin city.

**E. J. HORST . . .**  
would like to read Pipes here from Johnny Jacobs, John Brennan, Gene Kreig, Curly Little, Ed Hill and Dot and Dick Richards.

**A LETTER . . .**  
postmarked Far Rockaway, N. Y., and signed "Billy Meyers, Harry Gordon and the rest of the boys," runs as follows: "Drinks and cigars are on Baldy Al again. His daughter-in-law presented him with a grandson at the Riverside Community Hospital, Riverside, Calif. We sure enjoyed the blowout at Dempsey's. Al is still working radio plugs, and says business is still good. Good luck, Grandpa and Grandma."

**RUSS ZEHETNER . . .**  
and wife, Arlene, are building up their own recording business in Milwaukee. Russ tells that they make on-the-spot recordings of weddings, christenings, parties and other special events and then cut disks of these recordings for the people concerned. Russ, who is also a recording engineer at Station WMLO, Milwaukee, has his own technical equipment.

**JACK (BOTTLES) STOVER . . .**  
cards from Staunton, Va., that he is taking a pre-fair vacation. Come fair time he will jump up to Maryland and help his friend C. V. Ralston, better known as the Senator.

**THE FAIR SEASON . . .**  
is just around the corner. Many of the boys and gals of the tripes and keister fraternity have already let us know their plans for the summer and fall annuals. How about a word from the rest of you? Give us the dope as to where you plan to rake in the long-green and we'll pass the word along to your fellow pitchmen.

**MRS. MARGARET WEINMANN . . .**  
formerly on the road with medicine and herbs, says she plans a return to the game and is presently scouting for a femme partner to work with.

**FRED M. VOGEL . . .**  
is doing a swell job as manager of Morrow's Nut Shop in Milwaukee, we hear from Joe Schroeder.

**MAE LITHGOW . . .**  
is back in Milwaukee after a visit with her children in the East.

**PITCHDOM MOURNS . . .**  
the passing of Rube Williams (William Rubenstein), well-known sheet writer, who passed away July 26 in New York. Details in Final Curtain.

**ARCHIBALD MURRY . . .**  
letters from Veterans' Hospital, Framingham, Mass.: "It is with the greatest eagerness that I read of my old friends in Pitchdom in *The Billboard*, all of whom I am still interested in in my declining years. I would like especially to say hello to Mary and Madeline Ragan and Harold and Charlotte Woods and hope they can find time to drop an old buddy a line. I have spent several months at this hospital suffering from a serious  
(See PIPES on page 100)

**KIDS GO WILD!**  
OVER  
**BAYSHORE'S  
KIDS PIX**

**SENSATIONAL "SHOPPER STOPPERS"**  
NEW DESIGNS THAT ARE PACKED WITH HUMOR AND SALES APPEAL. LEGIBLY PRINTED ON HIGH QUALITY RUBBER BALLOONS.

- CIRCUS CLOWN SERIES**  
Puffy  
Clocko  
Snoozey
- NURSERY RHYME SERIES**  
Little Bo Peep  
Little Boy Blue  
Little Miss Muffitt
- EDUCATIONAL ANIMAL SERIES**  
Circus Lion  
Circus Horse  
Circus Elephant
- TINY TOT SERIES** ◉ SOMETHING ENTIRELY NEW AND DIFFERENT

WRITE FOR NAME OF YOUR JOBBER AND THE NEW REDUCED PRICES

**BUY BETTER BALLOONS BY BAYSHORE**  
**BAYSHORE INDUSTRIES, INC.**  
ELKTON, MARYLAND

**MEDICINE MEN!**  
HERE IS NO SUBSTITUTE FOR QUALITY  
WRITE TODAY for new wholesale catalog on tonics, oil, solve, soap, tablets, herbs, etc. **LOW PRICES - RAPID SERVICE!** (Products Liability Insurance Carried) We are MANUFACTURERS PHARMACISTS established 1934.  
**GEVERA PRODUCTS LABORATORIES, INC.**  
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Jo-Jo Monkey, Doz. . . \$2.75	Med. Hawaiian Leis, Gr. \$3.25	#9 Balloons, Gr. . . . \$3.50
Flying Birds, Gr. . . . 9.00	Leg. Hawaiian Leis, Gr. 6.75	#9 Kat Balloon, Gr. . . 6.50
Crook Canes, Gr. . . . 24.00	Comic Hat Bands, W. . . 15.00	#14 Kat Balloons, Gr. . . 9.50
Comp. Dolls, 6 1/2", Gr. 15.00	83-1 Worth Balls, Doz. 2.25	#9 Favorite Ass't. Prints, Gr. . . . . 7.50
Feather Dresses, Gr. . . 10.50	Mexican Hats, Doz. . . 2.00	Mickey Mouse Toss-ups, Gr. . . . . 15.00
Doll Sticks, 100 . . . . 1.50	Spanish Hats, Doz. . . 2.25	Police Whistles, Gr. . . . 4.50
RWB Batons, w/Bells, Gr. . . 15.00	Leg. Cowboy Hats, Doz. 3.00	Police Badges, Gr. . . . 4.50
Lancaster Swaggers, Gr. 9.00	= 100 Cuddly Dolls, Doz. 4.50	50-L. Comic Buttons, 100 1.75
Cowboy Lash Whips, Gr. 12.00	Jumbo Plush Bears, Ea. 3.00	
	Dart Balloons, Gr. . . . 1.50	

25% deposit with all orders, balance C. O. D.

**MILTON D. MYER COMPANY**  
THE UNDERSELLING SUPPLY HOUSE  
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Write today for prices on our Lat. active Tonics, Herbs, Liniments, Salves, Corn Medicine, Tablets, soaps, etc. 1 day service. (Products Liability Insurance Carried) Manufactured by a Registered Manufacturing Pharmacist, The Home of Service.  
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**NAVY COUNTER BRUSHES**  
Priced for Volume Sales  
Combine horsehair brushes, government surplus, 3 in. hair, 9 in. brush, 14 1/2 in. overall, 6 layer width, 17 layer length. Hole in handle for hanger.

Regular \$24.00 Doz. Value  
**Now \$7.00 doz. \$72.00 gross**  
Packed 6 to a box, 144 to wooden case.

1/3 Deposit, balance C. O. D.  
**C & H ELECTRIC CO.**  
436 W. Juneau Ave., Milwaukee 3, Wis.

**Pipes**

(Continued from page 99)  
illness, but I am now on the road to recovery. If any of my many other friends in Pitchdom should happen to see this message, I hope they will drop me a line or, better still, drop in to see me."

**TOM KENNEDY** . . . continues to purvey his glass cutters to big tips in Iowa.

**FOLLOWING A VACATION** . . . at Atlantic City, Ben Lynch is head-

ing for Cape May and Southern New Jersey spots where he plans to work ties.

**GETTING THE GEEDUS** . . . working eye-glass cleaner at the recent Inventors' Congress in Los Angeles was Mike Kirby.

**GEORGE HANEY** . . . youthful exponent of the pitch, recently concluded his sixth week with kitchen gadgets at a good downtown Cincinnati location.

**JERRY ROSE** . . . ace pitcher, has forsaken the profession for the time being at least.

He's currently studying law in Milwaukee.

**THE RICE** . . . Al and Mabel, and their two children are still making sales days in Iowa's hinterlands to crack returns.

**PAUL HOUCK** . . . is still gathering his share of the long green working med in South-eastern Kentucky.

**AL WHITEY** . . . and Harry the Painter are corraling plenty of lucre at their choice 42d Street and Broadway location in New York.

**BALLYHOO BROS.**

(Continued from page 55)

controlled from the office wagon by pushbuttons. We are the first show to manufacture its own sky. It is made of heavy parachute silk, rain and flame-proof, and is lined with stars that shine, planets that shoot across the lot and a beautiful moon. The midway ceiling is held aloft by 60 captive balloons.

The sway of our artificial sky and the fullness of our moon puts romance into the heads and hearts of our patrons. They have boosted the attendances to our dark Funhouses, tunnel rides and gal shows 700 per cent. When it rains the artificial sky keeps our lot dry. We can change night into sunshiny day by hoisting our five artificial suns, which are giant sun lamps similar to army searchlights. Ours is the only show that can matinee at night and guarantee our patrons sun tans.

As this is being written our crews are working on clouds that will carry moisture. They'll be ready for fairs. We'll bring the farmers in from their fields by advertising, "It will positively rain tomorrow. Come to the fair. If it doesn't rain you'll get your money back."

Because of the overhead ceiling, the bosses decided to do away with tents. They have ordered hedge fences and palm trees to take the places of sidewall. Patents for our super midway have been applied for to keep other showmen from copying.

P. S.—Run this ad: Ballyhoo Bros. can place for a long, prosperous and pleasant tour under the azure dome of heaven, upon nature's greensward, concessions that have their own Big Dippers (not custard), waterfalls, Milky Way (again not custard), gentle southern breezes and any pleasing celestial or weather effects that don't conflict. Bring blankets and strawticks—we'll furnish the straw. Vacation while you earn.

MAJOR PRIVILEGE.

**STRATES IN BIG ONE**

(Continued from page 55)

dren and many of their adult friends. Claude Bently gave a birthday party for Jimmie Yates, son of Mr. and Mrs. Tex Yates, in his cookhouse, which was attended by the entire Side Show personnel. Betty Holdridge hosted many of her friends with a dinner at her sister-in-law's home here.

The work of rejuvenating the equipment is well under way and every attraction is glistening with paint and newness.

Visitors during the week were Tom Singleton, former agent; Steve La Grew, ride operator; Fred Allen, carnival owner; Vernon Smith, McDougal-Butler Paint Company, and Bob Irving, son of the late Tom Irving, side show operator.

**Dubuque Down For Goodman**

(Continued on page 55)

there is no need for the many second men many shows now are forced to carry," Goodman declared.

**Too Independent**

"Show help today is too independent. Foremen don't have the interest they once did, even tho now they get \$75 and, in some cases, a small percentage in addition. And the men tell you they can get any one of 10 jobs elsewhere," Goodman said.

Help again must become productive and there must be an elimination of unnecessary help, according to Goodman.

A change, he said, lies ahead in the contracts which shows make with fairs, sponsors and lot owners. "Too much is being given up for the shows to operate successfully. There will have to be a change; there will be a change," the veteran operator asserted.

On the drop-off in patrons' spending, Goodman pointed out that the public today, while holding money and earning more money than ever before, lacks confidence in the future. And he maintains that is one reason why they are not spending as freely at carnivals.

**Reduced Prices Not Reason**

Goodman doesn't hold that reduced prices for rides and shows now, as against the golden war years, account for the drop off in grosses. He does allow that what with federal tax and with the State tax prevailing in some States shows today are getting only what they got in pre-war years. But he concludes that the per capita spending is off, not because the prices of rides and shows have been shaved, but because patrons won't permit themselves to spend as much as they formerly did in an evening on a lot.

Touching on the recent clamp-down on games in some of the Midwest States, Goodman believes this indicates a trend which will grow. "Merchandise should and will return," he asserted.

Goodman's shows move next week into Chippewa Falls, Wis., for its first fair date of the season.

**SLUM**

(GIVE-AWAYS)  
Novelties, Toys, Brooches, Pins, Kids' Necklaces, Jewelry, Cosmetics, etc.  
3,000 Pieces, Ass't.

\$25.00

SOME ITEMS RETAIL UP TO 25¢ EACH.

**NEW ITEM!**

LUCKY NOVELTY PRIZE BOXES  
ASSORTED NOVELTIES OF ALL KINDS

\$4.50 Gr. Boxes

5 Gross Lots—\$4.00 Gr.

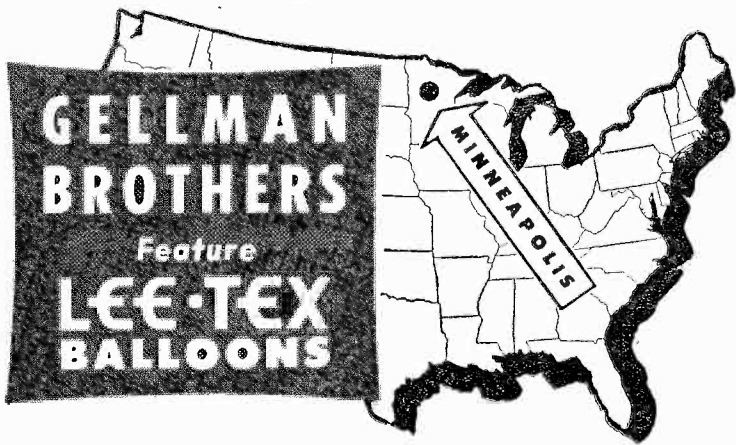
25% Deposit, Balance C. O. D.

**Mdse. Distributing Co.**

19 E. 16 ST. NEW YORK, N. Y.

**COIL WORKERS ATTENTION!**  
Brand new modern Coil, No Larries—Squawk Proof. Immediate Delivery. Free Sample to known workers. Wire or write  
**M. B. Spencer**  
Rm. 514, General Motors Bldg.  
1775 Broadway New York City

**TAKE A TIP FROM THESE TOP MEN**



"We've learned over the years," say Gellman Brothers, "that it's our job to offer the trade the sharpest possible combination of color, quality, and cost—in balloons as in anything else. And we've learned from our own customers that this means Lee-Tex."

Yes, among men who know balloons, and what the trade needs, Lee-Tex gets the nod. You'll find the reasons in the extra processing that makes Lee-Tex Balloons perfectly uniform, tougher, and easier to inflate; in the unmatched variety of sizes and assortments; and in the unequalled production facilities—with plants at Chicago and Los Angeles—which can turn out balloons faster, more efficiently than ever.

SOLD AND RECOMMENDED BY  
LEADING JOBBERS LIKE

**GELLMAN BROTHERS**

119 North Fourth St. Minneapolis, Minnesota



THE BALLOON PEOPLE

LEE-TEX RUBBER PRODUCTS CORP.

Factories in Chicago and Los Angeles

**PARKS, CIRCUS, CARNIVAL, RODEO, CELEBRATIONS AND CONVENTIONS**

DeLuxe Flying Birds. Everyone a guaranteed Whistler. Gr. . . . .	\$10.00	#5. Gr. . . . .	\$ 1.25
Monkeys, Tremendous low prices. Monkeys with Sticks. Doz. . . . .	2.00	#6. Gr. . . . .	1.50
Monkeys with Sticks. Doz. . . . .	2.50	#7. Gr. . . . .	2.25
Jumbo White Tails. Extra Large. Whips, Long Lash Silk. Gr. . . . .	12.00	#7 Prints. Gr. . . . .	3.25
Doz. . . . .	4.00	#9 Plain. Gr. . . . .	3.00
Leaping Frogs. New Creation. Gr. Batons, Lancaster, with Bell. Red. White and Blue. Gr. . . . .	7.50	#9 Printed. Gr. . . . .	4.00
14.50		#524 Long. Gr. . . . .	3.50
Lucky Rabbit's Feet, with Keychain. 100 . . . . .	5.00	#822 Long. Gr. . . . .	4.50
Veterans Foreign Wars 50-Ligne Buttons, with Red, White and Blue Ribbon. 100 . . . . .	3.00	#16 Paddles. Gr. . . . .	8.50
Electric Hand Buzzers. Doz. . . . .	3.00	#14 Cat Balloons with Ears. Assort. Colors. Gr. . . . .	8.50
New Prices on Balloons, lowest in the country, all first quality, guaranteed. #4 Assorted Dart Balloon. Gr. . . . .	1.00	Jumbo Cats with Colored Ears. Gr. . . . .	7.20
		Targets, Jumbo. Blows up three feet. All orange. While they last. 100 . . . . .	10.00

SEND 25% DEPOSIT, BALANCE C. O. D. WE SHIP SAME DAY WE RECEIVE ORDER

**HARRIS NOVELTY COMPANY**

1102 ARCH STREET Phone: Market 7-9848 PHILADELPHIA, PA.

**AUGUST SPECIAL**

ASSORTED ALL PLUSH ANIMALS

Regular \$16.00 per doz. Min. Order, 1 Doz.  
AUGUST SPECIAL—\$1.00 EACH Send for our complete carnival price list.

**STANLEY TOY & NOVELTY COMPANY**

110 W. Broad St. Richmond, Va.

# SALESBOARD SIDELIGHTS

## New York:

N. F. Katz, of N. F. Katz Specialties, plans to keep off the road for a while. . . . Al Hirsch, of Bork Manufacturing Company, is back in town. Al Borkin, also of Bork, has left for points west. . . . Max Greenglass, of Profit Manufacturing Company, reports his firm's new board has scaled new records.

Biz seems to be on the upgrade in the East for salesboards, with operators dropping in town to pick up additional boards and merchandise. . . . Board men are beginning to plan their fall and winter campaigns. . . . Don Hayden, sales manager of Central Merchandise, is due back from

his Maine fishing trip the end of this week. He is due to leave almost at once for a biz conference in Chicago.

Otto Goldman, Globe Printing Company sales manager, says he will have an announcement of interest upon his return from the West Coast. Globe's New York crew will be back on the job Monday (11) after a two-week vacation shutdown. . . . Many board men are predicting that New Jersey will be better territory soon. . . . Richard Trent, Ltd., has closed for a short vacation.

## RA's Canada Jaunt Profitable; Sask., Takes in Nose Dive

(Continued from page 55)  
very optimistic over their prospective fall take.

Thru the first five days of the engagement in Regina, the gross was considerably off because of the weather. Monday was unbearably hot, and Tuesday there were intermittent rains accompanied by wind gusts reported up to 62 miles per hour. Concessions did not open at all Tuesday, and shows and rides were opening and closing with the wind. Even some of the actors had to lend a hand to save the canvas when the wind was at its peak.

With Tuesday counted as almost a complete loss, the picture was anything but bright Wednesday morning, but Regina Day brought out the second largest throng in the exhibition's history and the midway take soared over the record of '46. Thursday was down some and as Walter Devoyne, treasurer, was counting it up last night it appeared that Friday was running about on par with last year. Officials were optimistic that today would help retrieve some of the ground lost Tuesday.

Leon Claxton's *Harlem in Havana* had a new record for the Canadian tour in the bag last night, the dusky hep cats proving that a heavy Negro population is not necessary for top grosses. Raynell's show girls was close on Claxton's heels, and there was no way to compare this attraction with the presentation a year ago as Raynell has outdone herself in building a real crowd pleaser, starring Billy (Zoot) Reid.

Midway prices were unchanged this year, the top shows getting 50 cents, including all taxes and there are enough different amusement taxes in Saskatchewan to make a Philadelphia lawyer lay his Blackstone down.

Along the front end rialto, the crying towels got plenty of action, but it all seemed a little silly as almost every day was a pay day for all hands. It would be a cinch odds-on gamble that the brothers purveying their entertainments under the direction of Sam Gordon caught more folding stuff the past seven weeks than any other midway combine on the continent. It wasn't as good as last year, but these same sobbers should catch another seven weeks in a row like 'em. There'd be big bills in profusion in Miami Beach next winter.

Sedlmayr and his son played the entertainment circuit to a fare-thee-well here Thursday, entertaining board members of the entire circuit. They were his guests at a cocktail party in the late afternoon and a dinner at the Hotel Saskatchewan, and then at a bang-up whoopee party starting at 11 p.m. in the same hostelry.

Royal American will pull out of here early Sunday morning for a Tuesday opening at the Canadian Lakehead Exhibition at Fort William, Ont., its last Canadian stand.

# Husky PROFITS with these new Giant Hole Boards

**SIX 5¢ TICKETS IN EACH GIANT HOLE**

**25¢ You Can't Miss!**

**15 10**

**SIX 5¢ TWELVE BIG FINS**

**FREE TICKET IN EACH GIANT HOLE**

**POSSIBLE PAYOUT OVER \$5.00**

**100% WINNERS**

AND 50¢ WINNERS

50 150 250 350 450 550 650 750 850 950  
100 200 300 400 500 600 700 800 900 1000 NOS

EACH RECEIVE ONE PUNCH IN JACKPOT

ANY ONE OF THE GIANT HOLES MAY CONTAIN 2 OR MORE WINNERS

**ORDER No. 200 "TWELVE BIG FINS"**

Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Number Tickets  
Avr. PROFIT \$28.16  
(Maximum) PROFIT \$39.50

**ORDER No. 200 "YOU CAN'T MISS"**

Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Poker Tickets  
Average PROFIT \$27.45

**GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.**

### LOW PRICES ON FIRST QUALITY TICKETS and SALESBOARDS

#### KWIK-FINS

1200 Tickets 6 for 25c Net Price **\$2.25** Ea.

2050 Red, White, Blue Singles Def. Pr. \$30.50 \$1.25 Each	2200 Red, White, Blue 5 in a Bld. Def. Pr. \$38.00 \$1.40 Each
--	--

**WIN-A-FIN** 10-5's 1000 Tks. 5 as 1 \$24.00 Profit Avg. \$1.60 Each

**POK-A-SEAL** 5-5's 1000 Tks. 5 as 1 \$32.50 Profit Avg. \$1.69 Each

1000 Bingos on Sticks	75¢
1200 Bingos on Sticks	90¢
1260 Bingos on Sticks	95¢

Avg. Net Price

1000 JP Charlies, Thick, 25¢	\$51.98	\$1.00
1792 McCoy Coin Bds., 10¢ (Coins filled from back)	5.50	2.75
2400 EZ Picken Mystery, 5¢	43.66	2.00
200 Grab-a-Fin, 25¢	24.00	2.00
1998 Jar of Jack, Thick, 10¢	55.80	2.50

#### SERVICE SALES

2816 S. Elm St. MUNCIE, IND.

## SALESBOARDS

**IMMEDIATE DELIVERIES — 25% DEPOSIT**

Holes	Name	Profit	Price
400	5¢ Dollar Board	7.00	\$ .55
1000	25¢ Charley Board	50.00	.89
1800	5¢ Lulu Board, X Tk.	18.00	1.49

### NEW! 6 TICKETS PER HOLE BOARDS

200 25¢ Kwik Fin	Max. Avr. \$37.50	\$2.60
200 25¢ 6 in 1	Max. Avr. 37.50	2.60

Many More. Write for Catalog Sheet.

1000 25¢ J.P. Charley, Thick	Avr. \$52.08	\$ .98
1000 25¢ J.P. Charley, X Tk.	Avr. 52.08	1.10
1000 5¢ Win-a-Fin, Jumbo	Avr. 25.20	1.79
1200 25¢ Tex. Charley, Seal.	Avr. 102.28	1.79
1000 5¢ J.P. Girlie, Jumbo	Avr. 27.00	2.59

2160 10¢ Rd. Wh. Bl. Sgls. Tickets \$72.00 \$1.48  
2170 5¢ Rd. Wh. Bl. Sgls. Tickets 36.50 1.48  
120 Tip Ticket Bks. Gr. \$19.85; Doz. 1.89

**NEW LOW PRICES—WRITE FOR CATALOG.**

**WORLD'S BEST BOARDS, TICKETS, CARDS**

**DELUXE MFG. CO.**  
Deluxe Building Blue Earth Minn

## FOR SALE TICKET BUSINESS

One of America's oldest Ticket manufacturing firms, making full line of tickets, baseball, tip books, jar games, etc. Tremendous volume. Always a fine profit maker. Complete print shop doing 1big job business and ticket work included in sale price. Ideal labor conditions. Plenty of trained workers. Substantial down payment; balance, terms. Priced right.

**BOX D-68**  
c/o The Billboard Cincinnati 22, O.

## ATTENTION SALESBOARD OPERATORS AND JOBBERS

Sales Boards below factory prices.  
Discount 50-25 and 20%, \$75.00 Net minimum purchase, freight prepaid.

Address:  
**BEST LINES**  
Wholesale Jobbers Drugs & Sundries  
422 Jay St. Sacramento, Calif.

## PAY FOR 5—ONE TICKET FREE

**WHAT A COME ON! FAST? SHE'S ALL ACTION! MY GAL**

Super Thick Board—New Giant Holes.  
Six 5¢ tickets in each 25¢ hole.  
220-Hole Board.

**AVERAGE PROFIT \$25.30**

**IMMEDIATE DELIVERY**

Send for our illustrated catalogue of full line.

**OTHER GLOBE ACTION BOARDS (220 HOLES)**

- KWIK FIN—Kwik Action
- KWIK FAG—Cigarette
- KWIK TRIK—Merchandise
- KWIK DEAL—Candy

**GLOBE PRINTING CO.**  
1023-25-27 Race St., Philadelphia 7, Pa.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	56.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.87	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

## Make \$250 to \$500 a week

### BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns, quick-turnover stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2 WATCHES**  
1 Watch to the seller and 1 Watch to the winning seat.  
Push Card Takes in \$21.  
Your Cost . . . . . \$10.  
EXTRA PUSH CARDS 10¢ EA.

**Your Profit \$11.00**

Write **J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.**

# UNDER THE MARQUEE

(Continued from page 83)

editor obliged by printing Underwood's letter in full.

Billie Soncrant reports she is playing various parks in the vicinity of Scranton, Pa., with her high school horse, Goldie, being booked by Jack Smith, of Scranton.

John H. Billsbury, of the Chicago booking office bearing his name, flew to Hollywood Monday (4) on a combined business and pleasure trip. He expects to return to Chicago next Monday (11).

Joe Baker writes that he recently met Jack King in Buffalo. They tramped together years ago on Delmar's Minstrels. Baker recently returned East after a trip to the West Coast.

Betty Haworth Bouchelle, recent bride of Everett Bouchelle and daughter of Mr. and Mrs. Joe Haworth, of Cole Bros.' Circus, is seriously ill in Baptist Hospital, Winston-Salem, N. C.

When the Sparks Circus played St. John, N. B., performers co-operated with *The Halifax Mail* in providing an hour show for boys and girls living in the shelters and for orphans in the various Halifax institutions.

When the Ringling-Barnum circus played Binghamton, N. Y., Pat Valdo, director of the performance, was the subject of a feature story in *The Binghamton Press*. Binghamton is Valdo's home town.

Simon D. J. Collins, clown, who closed with the Tom Packs Circus in Knoxville, visited the St. Louis office of *The Billboard*, en route to Stockton, Calif., where he is booked for the San Joaquin fair, opening Saturday (16).

Legal adjuster gave this reason for being chased off of the Seldom Scoff Circus: "They caught me eating."

Willie C. Clark, foot juggler and clown, has just completed several outdoor dates in his home State of Texas.

Mr. and Mrs. Frank Littlefield, Gloucester, Mass., write they caught Dailey Bros. at Portsmouth, N. H., July 5 and enjoyed visits with Milt Robbins, Ralph Noble, Charles Saunders and Si Kitchie. They also re-

port meeting Dr. Oldezam, of Manchester, N. H.

Tex Nolan cards from Marion, Ind., that the Buck Lucas Rodeo played the Merchants' Fair there July 21-26 and Buck and his ranch hands made several recordings at Station WBAT, featuring Faith King, singer, and Hank Williams, accompanist. Visitors included Mr. and Mrs. Davis and Capt. Billy Sells.

Then there is the native who claimed he once had a job with a circus taking tickets in the mouth of the big tent.

Otto F. Zange, circus enthusiast of McKees Rocks, Pa., "had the thrill of a lifetime" when Terrell Jacobs permitted him to enter his cage during the Roy Rogers Thrill Circus showing in Pittsburgh and be photographed with Sheba, Terrell's well known lioness.

Corrigan, the clown cop, writes he is playing industrial picnics and celebrations in and around Milwaukee, recently completing a date at State Fair Park, Milwaukee. Corrigan reports the R-B show is heavily billed in and around Milwaukee for its showing there August 11-12.

Clyde Wixom, owner of the Mat Wixom Great Show title, was a contributor to *The Detroit News* July 17 with an article on old-time circus music. Ted Nicholson, former band leader of the old show, is now director of the Midland, Mich., High School Band, Wixom reported.

Prize for ingenuity goes to the manager who can't make his circus any bigger, but somehow manages to make it look bigger every year.

Joe Thayer, Lynn, Mass., visited the King Bros.' Circus at Fall River, Mass., and cut up a few jackies with Deacon Albrigt, Elmer Myers, Bozo Ward and Floyd King. He cards that he also caught the Bailey Bros. Circus at Wakefield, Mass., and enjoyed a confab with Buck Leahy and Bob Stevens.

When Mills Bros. played Mason City, Ia., Doc Waddell presented certificates of membership in the Cherokee Indian tribe to Frank E. Carroll, general agent of the Rock Island Railroad, and Mr. and Mrs. Arthur Haas. Haas was a general agent on various shows and his wife, Loretta, is a one-time aerialist. Chief White

Eagle and his mother, Princess White Cloud, conducted the ceremony. Visitors at Mason City included W. M. Temple, of Central Show Print Company, Mason City, and Al Sweeney, auto race promoter, Chicago. Sweeney also caught the Cole show at Cedar Rapids.

Albert Spiller, of Spiller's Seals with the Gran Circo Americano in South America, writes he will be back in the States around August 25 and ready to work the fairs. Spiller recently added six monkeys, three kinkajous, two foxes, a baby tiegre, an eagle and two papagoyos to his traveling zoo.

Frank Panisko, CFA of Butte, Mont., who does a bit of clowning with various circuses when they play his hometown, has been more than busy lately with his favorite pastime. He worked clown alley with the Clyde Beatty show, then put on the make-up to help with the opening of the Montana Greyhound Racing Association July 4 and now is preparing to work with the Ringling-Barnum org when it plays Butte August 17.

All rains should come at night after the trains are loaded and stop one hour before unloading time, but it seems that the 24-hour men either aren't on the job or can't do anything about it.

The July issue of *American Magazine* featured a picture story about First Sergeant Elmer C. Lindquist, the Hartford, Conn., army veteran of nearly 40 years who retired in 1945 to become a circus clown. Lindquist holds 28 army decorations. He is now with the Sparks Circus and is known as Me-Too.

*The Billboard* received Page 1 mention in *The Wilmington (Del.) Sunday Morning Star* in a story outlining recent litigation over control of the Ringling-Barnum circus. Yarn was authored by Henry L. Sholly, *The Billboard* Wilmington correspondent, at the request of James R. Young, publisher, and Joseph H. Martin Sr., editor of *The Star*.

Buck Lucas reports he has his rodeo in operation and lists the following line-up: Faith King, Loretta Kern, Dorothea Joyce, cowgirls; Hank Williams, Jack Wright, Curley and Roy Kent, cowboys; Mr. and Mrs. Tex Allison, who handle the 14 head of stock; John Kramer, superintendent of stock, and Howard Kline, boss hostler. Visitors to the Lucas rodeo recently were Capt. Bill Sells and Jinx Hoaglund and His Boys.

Guys we like to meet: Those who tell us they are old-timers, know the names of today's big shows, which they say they tramped with, and wind up by asking, "Do you fellows go south where you can keep on working or hole-up for the winter?"

Nick and Virginia Hinig, of Dover, O., have completed their sixth annual vacation with Cole Bros.' Circus, having made Michigan and Indiana dates as the guests of Mr. and Mrs. Joe Haworth. While in Jackson, Mich., they renewed acquaintances with O. C. Cox, formerly with Wallace Bros., and in South Bend, Ind., they visited Jimmy Cole, of the James M. Cole Circus. They also visited Buck and Rose Steele, who had their horse show at Niles, Mich., over July 4. Mr. and Mrs. L. E. Nicholson, of Erie, Pa., also spent several days on the Cole show with the Haworths.

Doc Waddell conducted special memorial services for Dave Jarrett when Mills Bros. played Rockford, Ill. Also, while the show was there, Col. John Rowland, 87, once an Indian fighter, a member of Teddy Roosevelt's Rough Riders and a veteran of two wars, and his wife Frieda, 67, were adopted into the Cherokee

## Polack Three-Day Stand In Fort Dodge Ia., Okay

FORT DODGE, Ia., Aug. 2. — A three-day stand here for Polack Bros.' Circus, Eastern unit, recorded okay business. Opening matinee was on the light side but night show drew a full house.

Next two days the matinee crowds were much larger and night shows drew capacity.

## Ruben Says Idaho Spots Best for Rogers Bros.

LEWISTON, Idaho, Aug. 2.—Rogers Bros.' Circus did okay business here, getting strong houses at both performances. Manager Si Ruben said Idaho was proving the best of the States visited so far this season.

He said engagements in Wallace, St. Maries, Coeur d'Alene, Moscow and Lewiston "were the best days we've had this year."

## Flora, Ill., Proves Okay For James M. Cole

FLORA, Ill., Aug. 2.—After a fair crowd caught the matinee of the James M. Cole Circus here, a full house was on tap for the night show. At Mattoon, Ill., org drew two strong houses.

Indian Tribe by Chief White Eagle, Princess White Cloud and the Cherokees on the circus. Rowland was named Chief Braved the Tomahawk, and Mrs. Rowland Princess Helps Everybody.

During the Cincinnati Crosley Field engagement of Tom Packs' Roy Rogers Thrill Circus, members of clown alley were guests at a chicken dinner tendered them at the Bellevue, Ky., home of Chester and Joe Sherman. In attendance were Jimmie Davison, Gabby De Koe, Smokey Rouse, Austin Truel, Hopp Green, Jeff Murphy, Whitey Harris, and Dave Malcolm, show's emcee.

Thanks to Karl Wallenda and Jack Leontini and the entire personnel of the Wallenda Circus, kiddies of the Moose Lodge's Children's City, Mooseheart, Ill., saw a circus. The show arrived in Mooseheart July 13, planning to give an afternoon show the next day. When the show was half over Monday (14), it started to rain and it was necessary to cancel. Seeing the disappointment on the faces of the kiddies, Wallenda and Leontini decided the show would stay over and give the second half of the performance the following morning. All performers worked gratis.

**RIGHT IN SEASON! Another BIG HIT!**

**BIG HIT!**

**200 MGL HOLES**

**TAKES IN \$50.00**

**AVE. PAYOUT \$22.60**

**PROFIT \$27.40**

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**25¢**

**SIX TICKETS IN EACH HOLE**

**ONE FREE TICKET IN EACH HOLE**

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**200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS**

**PUSH**

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**PUSH CARDS**

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

**FREE Catalog. Write**

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**CHIPPEWA FALLS, WISC.**

**SALESBOARDS**

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Only advertisements of used machines accepted for publication in this column.

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Remittance in full must accompany all ads for publication in this column.

AAA STAMP MACHINES, SHIPMANS, VICTORYS, Singles, Duplex, Dripex, Roll Types, Multiply Folders, U.S.P., 100 Grand, Waterbury au30 Conn.

A-1 BALL BUBBLE GUM— $\frac{1}{4}$ " 140 COUNT 40c lb., \$10.00 ctn. Sweet Hart brand. 170 Count, \$14.95 per 25 lb. ctn. Boston Beans, \$9.10, 35 lb. ctn. Used Columbus Gum Machines, \$6.50; Home Run 1c Machine, \$15.00. English Music Co., Box 71, Sta. E., Toledo, Ohio. au9

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. au9

ADVANCE GLOBES, 75c—BALL GUM 35c, 100 Prize Balls; Stamp Folders, Vendors, Gum Machines, \$3.50 up. Wanted Advance Ball Gum, late models. Ball Vending, 11512 St. Clair, Cleveland 8, Ohio.

BALLY HIGH HANDS AND CLUBS BELLS, \$37.50 each. Standard Scale Co., 4333 Duane, St. Louis, Mo. au16

BARGAIN—20 \$46.50 HOT PEANUT MACHINES, like new, \$29.50 each. 12 Floor Stands, \$5.00 each. Ernest Mastrangelo, 410 1/2 East Garfield Ave., New Castle, Pa.

COIN COUNTING AND PACKAGING MACHINE wanted. State make of machine and price. Becker Vending, Brillion, Wisconsin.

CONSOLES—1 BALLY DRAW BELL, \$235.00; 2 Mills 5c Four Bells, Late Head, \$195.00; 1 Mills 5c Four Bell, Original Head, \$118.00; 12 Mills 5c Jumbo Parade, Late Head, \$39.00; 2 Pace Saratogas, \$14.00. Stewart Nov. Co., 1361 So. Main, Salt Lake City, Utah.

FOR SALE—100 USED SLOT MACHINES, in working condition, just off location. Watling and Pace 5c \$30.00, 10c at \$35.00, 25c at \$40.00; Mills and Jennings 5c at \$50.00, 10c at \$60.00, 25c at \$70.00. 5c Mills Jumbo Parade and 25c Watling Big Game at \$30.00 each. Lowest prices on Punchboards. Write for prices. Kellough Sales Company, Koehler Hotel, Grand Island, Nebr. au16

FOR SALE—2 EVANS AUTOMATIC ELECTRIC, sixty-six foot, Duck Pin Bowling Alleys, in good condition. Need room; sell at bargain. E. E. Moran, 139 7th Ave., Huntington, W. Va.

FOR SALE—COMPLETE ARCADE SEVENTY-EIGHT pieces, all or part. Two Photomatics, six Wurlitzer Skee Balls; also Pin-Balls. Miriam Gerety, 1105 19th St., Bakersfield, Calif.

FOR SALE—SKYFIGHTER, \$69.50; KEENEY Submarine, \$39.50; 5 Adam-Fairfax Cash Trays 5c, \$29.50; 5 Hawkeye Model G, DeLuxe 1c Nut Venders, like new, \$84.50; 5 Advance No. 11 1c Nut Venders, \$39.50; 5 Master 1c Nut Venders, \$34.50. All Machines ready for location. Closing out large stock of Salesboards below factory prices. Send \$10.00 for large assortment of Cash Payout Boards. 1/2 deposit with order. Precision Novelty House, Box 432, Prescott, Arizona.

FOR SALE—BIG HIT, \$75.00; VANITIES, \$175.00; Hi Hat, \$25.00; Zig Zag, \$15.00; Jennings Standard Chips. Write Wickware Amusement Co. Phone 2670. Pittsburg, Kan.

JUNGLE HUNT, FIRE AND SMOKE, \$15.96; Kicker Katcher, \$14.95; Ten Spot, \$16.95; Peanut Machines, used, \$4.00, new, \$8.95. Penny Sales, Box 1784, Louisville, Ky.

MINT VENDER FREE PLAY CONSOLES FOR sale or lease. Standard Scale Co., 4333 Duane, St. Louis 10, Mo. au16

NICKEL, DIME, QUARTER MILLS CLTR Bells, set, \$600.00. Want Mills Drop Picture Machine Clock Gears. Coleman Novelty Rockford, Ill. au9

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. ae27

SCALE SCALES WANTED—STATE CONDITION AND price. Also want Scale Routes in Indiana and Counting Machines. Silent Selling Co., Marion, Indiana.

SPECIAL—ONE RECONDITIONED PEANUT Vender and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 1000 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B., 1572 Jefferson St., Paducah, Ky. au30

VICTORY, GUN CLUB, SPOT POOL, \$40.00; High Hand, \$80.00; Keeneys Super 5c, \$95.00; Mills 5c Bonus, \$125.00. Ryan's, Newport, R. I. au9

VOICE-O-GRAF, \$625.00—CLEAN, O. K. Mechanically. On location. Whizz, with stand, \$25.00. A. T. Snyder, Wilton, Conn.

WANTED—FIVE JACKS PENNY MACHINES. Must be in good condition. Edward J. Lambert, 2220 E. Alabama, Houston, Texas. au16

WANTED—CANDY MACHINES. STATE make; bar capacity, condition, price. U-Selects especially wanted. Aero Candy Vending Machine Co., 5869 Lotus Ave., St. Louis, Mo.

4 BOWLING GAMES—EVANS DUCK PINS; 4 new balls and pins; thoroughly overhauled and reconditioned, in excellent shape. These games come in sections, can be readily moved and set up any place. Size, 56 feet long, 5 feet wide. Price \$1000.00 each. A. Nathanson, 907 West 17th Street, Los Angeles 15, California.

10 BUDDY DIGGERS—HAND OPERATED; 8 Exhibit Iron Claw Diggers, 10 Exhibit Merchantmen Diggers, 8 Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

50 NORTHWESTERN DELUXE—LARGE, \$20.00 each; like new. J. Hasenkamp, 3009 Pelham Ave., Baltimore 13, Md. Broadway 3730.

**THE WORLD'S FINEST TICKET GAMES**

**SALESBOARDS ARE RATED IN**

Muncie has been the center of the industry for more than a quarter century. The combined experience of the seven manufacturers listed below assures you that you will always get "more for your money in Muncie."

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- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CARD CO.
- NOEL MANUFACTURING CO.

**NEW SURE FIRE Location WAKER-UPPER**



The finest picture in the world couldn't do justice to this display beauty, with a "rarin'-to-go" race horse before each gate-opening.

**NOVEL, DIE-CUT, STARTING-GATE** with 10 bronze race horses—ready to go!

Player wins choice of horse PLUS \$1.00 to \$10.00 award! Plenty of consolations! Draws attention like a magnet! Pass this up and you are missing the "hottest" location—tested profit-maker in our 15 years of developing profit deals.

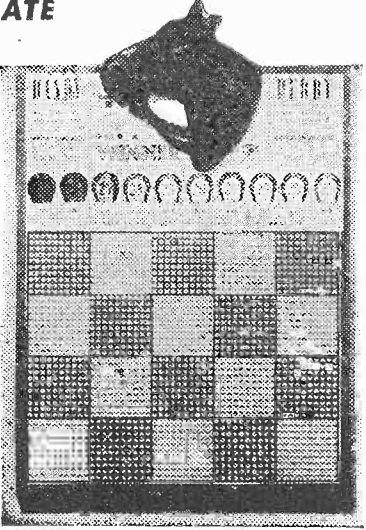
#1 (Cash Definite)	#2 (Cig. P.O.)
2000 holes, \$100.00	1500 holes, \$75.00
5¢ play, takes 35.50	Pays (76 pkgs. @ 20¢ ea.) 15.20
Payout (def)	

**PROFIT \$64.50** | **PROFIT Exclu. of Cig. Prof. \$59.80**  
**DISTRIBUTOR'S PRICE \$13.95 EA.**  
 Sample, \$14.95

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25% Deposit with order, balance C. O. D. A few territories open for established salesmen. FREE CATALOG: 64 illustrated pages with scores of money-makers, new and tested items! Get a copy!

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**WE ARE READY TO SERVE YOU WITH A COMPLETE LINE OF BOOKS AND COMBINATIONS**

- 120VH—120 TKTS. — POSITIONS ON TICKETS EXCEPT PITCHERS.
- 24A—153 TKTS. — 1/2 INNING TICKETS FOR ANY ONE GAME OR WORLD SERIES GAME.
- 25A—153 TKTS. — NATIONAL AND AMERICAN SYSTEM FOR WORLD SERIES GAMES.
- 26A—153 TKTS. — FOR WORLD SERIES LISTING POSITIONS ON COVER NOS. ONLY TICKETS.
- 27A—816 TKTS. — 3 WAY WORLD SERIES, 3 IN 1 COMB. 40 TKTS. TO A BOOK.
- 28A—3060 TKTS. — 4 WAY WORLD SERIES, 4 IN 18 COMB. 40 TKTS. TO A BOOK.

**WERTS NOVELTY CO., INC.**

920 PERSHING DRIVE MUNCIE, INDIANA

## 10 SCHOOL GETS MACHINES

### Men Teach Vets

Reconditioned machines to be sold—proceeds to succeeding vet classes

NEW YORK, Aug. 2.—The second half of the National Association of Amusement Machine Owners' (NAAMO) sponsored veteran mechanic training course held in the Manhattan Trade Center here, will bring machines from 17 manufacturers in Chicago and New York to the school, and in most cases they will be accompanied by instructors from the factories. Present plan calls for guest instructors at the school until October 20, when the students will repair and recondition the used coin machines now being sent in to the school by coinmen all over the country.

Machines reconditioned by the students will be sold by a NAAMO committee, the entire proceeds to be used as a fund for the students, according to F. McKim Smith, NAAMO president. "It is hoped that enough machines can be sold to enable NAAMO to present a graduation gift of \$100 to each veteran," Smith said. "Any additional money will be used for new equipment for the second course, which starts in November."

#### Mutoscope Instructors

Thru August 13, Frank Swan, Lenny Barron and Bill Lanzy, all of International Mutoscope Corporation, Long Island City, are guest instructors on Photomatics, Voice-o-Graphs and other machines made by International Mutoscope, according to the new schedule approved by the New York City Board of Education and the Veterans' Administration. August 14 and 15 are left open for review.

A. A. Ross, of the Imperial Distributing Company, Brooklyn, is skedded to take over as guest instructor on Panorams and conversions from August 11 thru 13. August 14 and 15 are slated for review. Charles Shankman, of Capitol Projector Corporation, New York, will instruct on the midget movie machine from August 18-20, with August 21 and 22 open for review.

R. L. Budde, sales manager of A. B. T. Manufacturing Corporation, Chicago, will take over as guest instructor from August 25 thru 27, with the next two days left open for review. Following Budde will be a guest instructor from National Slug Rejector Company, St. Louis, on September 2, 3 and 4.

#### Bally, Sept. 8-10

Bally Manufacturing Company is due to be represented from September 8 thru 10, followed by an executive from the J. P. Seeburg Company, September 15-17. Amusement Enterprises, Inc., of New York, will send an instructor to the school September 18 and 19.

Amusement Corporation, Chicago, has agreed to send an instructor to the school September 22 and 23. Firestone Enterprises, New York, (See NAAMO School on page 130)

### Needy Gold Star Mothers Get Boost From L. Shudnow

CHICAGO, Aug. 2.—Louis Shudnow, of Reliable Skee Ball Company here, has turned his 30-acre farm near Antioch, Ill., into a free farm-camp for gold star mothers and wives and children in need of assistance.

Beginning this work in the war years, Shudnow and his wife played host to servicemen, when installed on their farm, and contacted the army and navy to provide transportation for those servicemen coming to the farm for a rest. This worked out so well Shudnow said, that another group of people hit by the war, and in need of similar help, came to mind—mothers of unreturned servicemen wives and children of others.

Today the Shudnow farm is a place where food, laundry, entertainment and warm hospitality are extended gratis to those women and children chosen by the Gold Star Wives of America to spend a week or two at the farm. This organization, formed since the war, does not require those wishing to relax at the farm-camp to be members. Mrs. Wipperfurth, president, and Mrs. De Luca, secretary, conduct the actual work of selection.

#### Furnish Busses

Transportation is furnished those coming to and leaving the farm by means of a chartered bus. Shudnow is now enlarging the camp so that thruout the summer 50 guests may be accommodated at a time, and also installing playground equipment for children.

First group of guests arrived July 14 and numbered 23 mothers and eight children. In one group, a war widow and her eight children were guests at the farm. The women cook and attend to their own quarters while at the farm.

Shudnow said that in view of the Veterans Administration hospital's care of disabled servicemen, he is not continuing his war-time role of host for this group, concentrating instead on the gold star mothers, widows and orphans.

### Burke, Krieg, Greenbaum to CMI Committee

CHICAGO, Aug. 2.—The already powerful roster that makes up the national committee for the Coin Machine Industries (CMI), campaign to support the Damon Runyon Memorial Fund for Cancer Research received added strength this week with appointment of three new members.

They are William H. Krieg, president of Packard Manufacturing Corporation; Rudy Greenbaum, vice-president of Aireon Manufacturing Corporation, and J. D. Burke, editor of *Club Review*.

Now in its third week, the drive has already attracted favorable attention in the daily press, besides having received enthusiastic support of coinmen thruout the nation.

### Federal Taxes Down in Minn. Collector Says

ST. PAUL, Aug. 2.—Front-page headlines in the daily newspapers here called attention to the fact that the federal government is likely to lose approximately \$800,000 this year as a result of the State administration's attitude toward bell machines and games.

The papers quoted the local collector of internal revenue as saying that applications for the \$100 federal license tax had been coming into his office at a "much slower" rate than ever before. Last year, he said, 8,200 such stamps were purchased. Deadline for the 1947-48 use stamp was July 31.

As Federal authorities had predicted there was no last-minute rush for stamps. Following this year's session of the Legislature, which enacted among other provisions a regulation permitting revocation of licenses on any type of licensed business, most operators in the State turned to free-play and to novelty games.

### Federal Tax On Coin Mchs. Up for '46-'47

WASHINGTON, Aug. 2.—Indications are that federal taxes collected on coin-operated devices will show a sizable gain when final figures are compiled for receipts during the 1946-'47 fiscal year.

Altho the rise is not expected to reach the \$21,500,000 figure predicted in President Truman's budget report earlier this year, monthly reports from the Internal Revenue Bureau indicate that collections during the fiscal year ended June 30, 1947, should be above the \$17,091,795 collected during the previous fiscal year.

Rise during the 1946-'47 fiscal year took place mostly during the last six months of 1946. In the first six months of 1947 receipts have generally run lower than for the same period last year.

During last June, taxes collected on coin machines were \$1,960,117 as compared with \$2,002,234 in June, 1946. The June, 1947, receipts showed a marked rise over May when only \$270,547.12 was collected.

### CMI Questionnaire Sent to 10,000 Ops

CHICAGO, Aug. 2.—Public relations bureau of Coin Machine Industries, Inc., (CMI), recently sent a general questionnaire to 10,000 coin machine operators thruout the U. S. Questionnaire requests background information on equipment, locations, public relations activities and other material concerning local coin machine activities.

Material received is to be used in public relations activities of the association.

### Coinman's Widow Sends Check for CMI Cancer Drive

CHICAGO, Aug. 2.—Coin Machine Industry's campaign for the Damon Runyon Cancer Fund drew among its first contributors a letter from Mrs. Audrey Reynolds, wife of the late Earl Reynolds of Dallas.

Mrs. Reynolds wrote Coin Machine Industries' Public Relations Bureau: "Enclosed find my personal check for \$100 for the Damon Runyon Cancer Fund. I only wish I were financially able to give 100 times this amount, and my one regret is that this drive wasn't started several years ago, for I sincerely believe that if it had been, Earl Reynolds would be with us today. I am sure no one realizes more than I what this great drive will mean to thousands of people who are well today and the untold suffering it will relieve, and I want to assure you of my wholehearted co-operation and support in every way."

Checks intended to help the work of the Runyon Fund should be made payable to Coin Machine Industries, Inc., 134 North LaSalle Street, Chicago, and earmarked for "Damon Runyon Memorial Fund for Cancer Research."

### Locations, Not Ops, Responsible for Pin Play by Halifax Kids

HALIFAX, N. S., Aug. 2.—The city council of Halifax, preparing new regulations to govern various types of businesses, has included a regulation making location owners responsible if children under 16 are found playing pin games.

As the regulation was originally drafted, operators of the games and location owners were to be held equally responsible for seeing to it that the youngsters do not play the pinballs. But operators here appeared before the city council, contending that they could not be on the premises to enforce the regulation.

Council members quickly supported this attitude, and an amendment was drawn up which concentrates the responsibility of enforcing the new regulation on location owners.

One of the council members pointed out that tobacco distributors are not liable in the event of cigarettes being sold to children by retailers. After hearing a brief submitted by the operators, supporting these statements, the council voted in favor of the amendment, making location owners responsible.

The newly amended ordinance was then presented to the provincial municipal affairs department for consideration, which is now making a study of the ordinance.

Halifax was the first municipality in the maritime provinces to license pinball, with the license program extending back eight years.

# Minn. Court Gives Pins Temp. Stay

## Give Games Protection

ST. PAUL, Aug. 2.—A temporary restraining order barring enforcement officials of Ramsey County and the city of St. Paul from interfering with the operation of free-play pinball games was issued recently by the Minnesota Supreme Court.

The order was made at the request of the Ramsey County Pinball Machine Operators' Association, which filed an appeal with the high tribunal from a decision by Ramsey District Judge Albin S. Pearson, who previously had refused the association's plea to restrain county and city officials from interfering with free-play operations. Pearson held he could not enjoin a public official from enforcing the law and pointed out in his decision that the case should be in a criminal court rather than in a court of equity.

### Court in Recess

With the Supreme Court now in summer recess, the case will not come up before next fall at the very earliest, and possibly in the winter. The decision is not expected to be handed down at least until a month or six weeks after the hearing.

Meanwhile, St. Paul operators and the St. Paul city council were maneuvering for position on the question of whether or not free-play pinball games should be licensed at the annual fee of \$25 each. Fourteen member firms of the Ramsey operators' association filed application for the licensing of 52 units. Last year the city received a total revenue from pinball licenses of \$17,000.

With the city interested in the pinball case now before the Supreme Court, city officials were loathe to issue the licenses. Bruce Broady, city attorney, and Gus Barfuss, commissioner of public safety, advised the city council to deny issuance of the licenses.

### Delay Action

But Joseph Donahue, attorney for the operators, prevailed upon the council to delay action on five-balls until August 5 to give the city attorney time to make a further study of the situation. He was asked to consider specifically the legality of a pinball machine which pays out nothing at all.

Donahue offered to sign a pact with the city that in the event the Supreme Court rules pinball free plays are illegal, the operators would give up any claim to the license fees. Broady said the city could not enter into such an agreement.

Donahue assured the city council that since the anti-gaming drive by Governor Youngdahl there are no pinball machines in operation in St. Paul which pay out slugs or cash for high scores.

# Herbert Sacher New Sales Staff Member Of Hub Distrib Co.

NEW YORK, Aug. 2. — Herbert Sacher was announced this week as a new member of the sales staff of Hub Distributing Company, by Charlie Lichtman, owner of the firm. Sacher has been active in the coin machine field for several years.

Lichtman also announced that his son, Murray, will join the organization next week as a member of the sales department. Murray has been active in the coin machine and record fields for some time. He also owns a record store in New York.

# Trade Directory

Following tabulation of trade reports received during the week of July 26 and August 2 is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files.

## New Machines

Vikiner Hot Nut Vender (5c). Alkuno & Company, Inc., 408 Concord Avenue, New York 54.

Vikiner Bulk Candy Vender (5c). Alkuno & Company, Inc., 408 Concord Avenue, New York 54.

Mexico (pinball game). United Manufacturing Company, 5737 North Broadway, Chicago 40.

Electromatic (coin-operated radio). Electromatic Manufacturing Corporation, 88 University Place, New York, 3.

Eureka (pinball game). Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Honey (pinball game). Genco Manufacturing & Sales Company, 2621 North Ashland Avenue, Chicago 14.

## Personnel Notices

Joe Schuman has been named head of the parts division of the Coven Distributing Company, Chicago.

Nathan Rubenstein passed away recently in Atlantic City.

Howard Cederberg has joined Allite Manufacturing Company of Los Angeles, as road serviceman for their Eastern territory.

Ed (Scotty) Richards passed away in New York recently as a result of an auto accident.

Frank Schaffer passed away at his

# Issue Patent For New Game

WASHINGTON, Aug. 2.—A patent for an amusement game, listing six claims, has been issued to William C. Ford, Andover, Mass. New game has a race horse setting, features obstacles in the running of a race. Patent was applied for February 15, 1946.

Diagram that accompanied the publication of the issuance of the patent in U. S. Patent Office's *Official Gazette*, indicates the use of pulleys and cam disks that actuate the progress of the moving model horses. Diagram also indicated that the race consists of a two-horse field, indicating that probably two players can play the game at a time.

Technical description follows: "In an amusement device, the combination of a truck track, with a body carried by said truck track above a smooth track, obstructions along the smooth track, a propelling member so pivoted to the body that its free end is back of the pivot and proximate the smooth track, the pivot of the propelling member being so supported that it can be moved up and down to cause the free end of the propelling member to engage and slip on the smooth track and to engage an obstruction, if one is within its path of slipping, and to then move the pivot and body forward on the truck track.

# Alvin J. Gottlieb Gets New Position

CHICAGO, Aug. 2.—Alvin J. Gottlieb has recently been appointed advertising and promotion manager of D. Gottlieb & Company. Alvin is the son of Dave Gottlieb, company head.

Alvin Gottlieb attended the U. S. Naval Academy at Annapolis during the war. His special field is electronics and electrical engineering.

home in Boston recently.

Eugene L. Flannery has been named assistant sales manager for Sweets Company of America, New York.

W. L. Newcomer has been appointed company controller of Wilbur-Schard Chocolate Company, Inc., Lititz, Pa.

Ernest Depreist passed away recently in Madisonville, Ky.

## New Firms

Self-Service Laundry, Lamar, S. C. Cigarette Vending Service Company, Hartford. (Operating firm.)

H & S Vending Company, Detroit. (Operating firm.)

## Address Changes

All-State Distributors, Inc., 30 Warren Place, Newark 5, N. J.

Atlas Music Company, 5743 Grand River, Detroit.

## Name Changes

Drink-O-Mat Manufacturing Company, Lawrence, Mass. (Formerly Automatic Dispensers, Inc.)

## Distributors Appointed

Capitol Projector Corporation, New York, has named the following firm as distributor for Midget Movies: Lincoln Distributing Company, Boston.

Coin-O-Matic Cashier Company, Chicago, has appointed the following firm as distributor for its coin changer:

Kelnor Venders, Chicago, for metropolitan Chicago.

Packard Manufacturing Corporation, Indianapolis, has appointed the following firm as its distributor:

Calvert Novelty Company, Baltimore, for State of Maryland.

J. H. Keeney & Company, Chicago, has appointed the following firm as its distributor:

Scott-Crosse Company, Philadelphia, for Pennsylvania.

# Challenge Tennessee Sales Tax Act; Term It Unconstitutional

NASHVILLE, Aug. 2.—Tennessee's new sales tax act, which the State government began to collect in June, has been challenged by R. C. Mobley, a Tennessee Ridge farmer, who also operates a general store. Mobley said he believes the act is unconstitutional.

In Nashville, State Finance and Taxation Commissioner Sam K. Carson said he did not know what action would be taken against Mobley, but that he had issued orders to his inspectors to see that the tax is collected.

Carson said that the sales tax law specifically provides that the levy must be passed on to the consumer. As part of the penalty for violating the act, the State can revoke the merchant's registration certificate of any retailer who fails to comply in collecting the tax.

## Grapette Adds Bottlers

CAMDEN, Ark., Aug. 2.—The Grapette Company, Inc., has announced that 31 Grapette bottling plants were opened during May, June and July. An additional 15 plants are scheduled to open during August.

# Ala. Court Gives Juke Box Ruling

## License for Location

MOBILE, Ala., Aug. 2.—Music machine licenses for this State must show the place of operation, but the same license can be used over again when a new machine is brought into the location to replace an old one out of order that must be moved into the shop for repairs. This opinion was handed down this week by Attorney General Albert A. Carmichael at the request of Mobile licensing officials.

The attorney general's opinion was delivered after a dispute arose between the county license commissioner and Mobile County license inspector on the question of whether or not locations must be specified on the license itself. The license commissioner maintained it was sufficient to supply the license for the machine, while the inspector held that the license should bear the location's name and address.

### Answers Questions

In answer to these authorities' questions regarding the licenses for music machines, the attorney general said that "... under Title 51, Section 613, Code of Alabama 1940, should show the address of the company owning the machine or the address where the machine will be located, it is my opinion that the license should show the address where the machine will be located.

"In an opinion of this office rendered to Hon. Eugene B. Henry, Commissioner of Licenses, Jefferson County, Birmingham, under date of March 25, 1947, it was held that the license levied by Section 613, *supra*, is a license levied upon the individual for the privilege of engaging in a business or an occupation. This (See Ala. Court on page 130)

# Report Change in Application for Federal License

ST. PAUL, Aug. 2.—Deletion of the word "gaming" from application blanks for federal government \$100 one-ball or bell machine licenses has been authorized by the Bureau of Internal Revenue in Washington, it was disclosed here Friday.

According to a story sent by the Washington bureau of *The St. Paul Dispatch*, the federal bureau authorized collectors to use judgment in deleting the word at the suggestion of Minnesota coinmen.

The *Dispatch* said that the bureau had issued a confidential intra-office memo to collectors throught the nation to use their own discretion in crossing out from 1947-'48 license applications already printed "coin-operated gaming" devices and to substitute "Section 3267 B (2) of the internal revenue code." Bureau also gave collectors authority to cross out the phrase, "Devices which by element of chance offer rewards," appearing in the application.

Move was believed made when it became apparent that the government faced a loss of \$800,000 in revenue from machines in Minnesota due to the anti-gambling crusade of Gov. Luther Youngdahl. Deletion of the phrases will not, however, reduce the \$100 license fee, it was emphasized.

# NO MORE SUGAR RATIONING

## Survey Shows Little Change

No large production rise expected in near future, say confection makers

CHICAGO, Aug. 2.—Sudden end of industrial sugar ration this week caught most of the big sugar users by surprise and destroyed one of their best excuses for low production.

From all indications, there will be no immediate increase of production in most plants. Many of the manufacturers who had been blaming sugar rationing as the No. 1 reason for their present production situation hastily shifted the blame onto other factors.

### Lapse Brings End

Department of Agriculture ended all sugar rationing at noon Monday (28) because "Congress failed to appropriate the funds" necessary to continue the program. Sugar price controls will continue in effect until October 31, 1948, and inventory controls will be handled by the department's sugar branch of the Production and Marketing Administration. Sugar Rationing Administration is being liquidated immediately.

New controls limit sugar inventories for any person, other than household users, to a maximum of 2,000 pounds, limit industrial and institutional users to 140 per cent of the quantity used in the preceding year, and limit wholesalers and retailers to quantities sold by them in the preceding calendar month.

### No Harm Seen

Indications are that the lifting of controls will not cause any dangerous drain of sugar supplies. Increased demands caused by the dropping of household sugar rationing in June have been met, and in the week ended July 19 shipments totaled 173,849 tons, indicating that the initial demand following the lifting of household controls had been filled. Weekly deliveries in the first weeks of the non-ration period had soared to nearly 1,000,000 tons.

Most refiners reported sufficient stocks on hand to take care of the probable increased demand by industrial sugar users, altho rationing had been expected to continue for some time.

Survey of candy, chewing gum and beverage manufacturers this week indicates, almost without exception, that there will be no immediate increase in production of sugar-using products in the near future.

Other shortages, high prices and lagging deliveries of machinery are combining to hold down production. This is especially true in the candy and chewing gum fields.

### Other Candy Factors

Candy makers point to the vastly increased costs of eggs, corn sirup, peanuts, cocoa beans, labor and even sugar itself as limiting factors along with the scarcity of replacements for aging plant machinery.

Since 1941 eggs have increased 172 per cent in price; corn sirup, 68 per cent; peanuts, 209 per cent; cocoa beans, 515 per cent, and sugar, 92 per cent.

Industry spokesmen are still hopeful for Department of Agriculture action to help meet the drastic peanut situation, but there seems to be little hope for any change in the cocoa bean picture. Presently most of the beans are being imported from the British (See Little Change on page 110)

## Beverage Bottle Output Increased

WASHINGTON, Aug. 2.—Output of returnable beverage bottles increased by 12.3 per cent in May over April, while shipments jumped 12.7 in the same period, according to the latest figures released by Bureau of Census here. Total production for May was 1,052,712 gross bottles.

Other figures released at the same time showed that production of all glass containers continued the high level of the previous four months, reaching a May total of 10,600,000 gross or slightly above the figures covering the previous month. May total for 1947 was 18 per cent greater than for the same period a year ago.

## Howard Machine Co. Named Distrib for Coin Typewriters

CHICAGO, Aug. 2.—Howard Machine Products Company here recently was appointed Midwest distributor for Pacific Electron Products Corporation electrically coin-operated typewriters. Al and Fred Schlecter, partners heading Howard Machine, will have this franchise for Illinois, Indiana and Wisconsin distribution.

Pacific Electron, of Long Beach, Calif., is currently using Remington and Underwood portable typewriters with a dime coin chute and a timing device which activates the machines for half-hour operation. Schlecter brothers, however, explained most of the new machines when delivered will have quarter coin mechanisms and permit one hour of use for that amount. Dime operation will be available for those who specify it when ordering the machines.

### Converters Available

A feature of the coin-operated typewriter line is the availability of converters permitting use in d.c. locations. This alteration from straight a.c. operation will be made at the factory when requested.

Among the locations being stressed for coin typewriters are resorts, waiting rooms, clubs, colleges and libraries, in addition to the predominating hotel and motel locations, Al Schechter said. As the typewriters are in special fabricoid carrying cases, they may be used in either or both of two manners in hotel operation: Straight chained-to-table operations and over-the desk on call from room occupants. Machine will be delivered to the room on order in the latter instance, and an additional charge made should the machine be retained overnight.

Schechter stated that deliveries on the two makes of typewriters would begin in late August.

## Gil Welton Named Sales Manager by Atlas Mfg. Corp.

CLEVELAND, Aug. 2.—Gil Welton has been appointed sales manager of the Atlas Manufacturing and Sales Corporation, according to an announcement made this week by W. A. Jenkins, company president.

Welton, a veteran coinman, was recently with the Victor Vending Company. He will leave soon on a trip thruout the East on which he will visit jobbers.

## No Biz Drop for Automatic Laundries; Tests Indicate O'Toole Charges Unfounded

### Warm-Water Washing Believed Cause of Attack

CHICAGO, Aug. 2.—Coin-operated automatic laundry distributors this week said that there has been no indication of a business slump due to charges made on the floor of the House of Representatives last week by Representative O'Toole that communal laundries are unhealthy. (The Billboard, August 2).

Dr. Herman N. Bundesen, Chicago health commissioner, reported that results so far of tests conducted by his department at several coin-operated laundries here have indicated no danger to users.

### Find 168 Degree Water

Chicago health officials said they found the water used in hot-water washing to be 168 degrees, well above the 144 degree heat used in pasteurization of milk.

Final results of the tests will be released next week and are expected

by officials to confirm the high sanitation standards of automatic laundries.

Some sources indicated that they believed that O'Toole's statements were concerned mainly with warm-water washing used for silks, woolens or mixed laundries, altho he did not specifically say so. This type of washing makes up 15 per cent of the business at coin-operated laundries.

In warm-water washing, the maximum temperature of the water is 110 degrees Fahrenheit. This in itself is not considered a sure kill for dangerous bacteria. However, distributors point out that soap is one of the best detergents and its action coupled with the 110-degree water has been proven, by extensive tests, to provide the necessary bacteria killing power.

### Other Agents Available

Distributors and operators also pointed out that other killing agents are available if the automatic laundry customers desire to use them. "However, we in no way feel that their use is necessary," they added.

General feeling thruout the industry is that O'Toole's statements have had no effect other than giving an opportunity for public health officials to bring before the public the high degree of sanitation afforded them by the most modern of laundry methods.

## Lovell Named New Prexy of Java Venders

### New Offices Occupied

CHICAGO, Aug. 2.—Coffee Vendors of America, now in its new office at 308 West Washington here, named new officers and directors at a meeting of the firm's stockholders last week. Only two of the original members of the board now remain on the directors' list.

After the election, it was disclosed that Robert Lovell, inventor of the firm's coffee vending machine and formerly vice-president, had been named to succeed Robert A. Lowery as president. Lowery, it was announced, continues to hold stock in the company but is no longer an officer or director.

### Directors' List

In addition to Lovell, other directors named at the meeting include D. L. Hardy, Otto H. Kuehl, Henry Wakely and Paul Staley. Hardy, formerly of Council Bluffs, Ia., has had many years' experience in the soft drink field. Kuehl is a former cattle dealer who made his headquarters in Omaha, while both Staley and Wakely, the only other members of the original board to be retained, are from Los Angeles where the company had its inception.

After naming these men to the board of directors, the following officers were elected in addition to Lovell, president: D. L. Hardy becomes the firm's vice-president and secretary, while Kuehl becomes the new treasurer.

At present, Lovell said, the company is considering various ways of financing production, which is now scheduled to get under way January 1, 1948.

Lovell intimated that there might (See Lovell Java Head on page 111)

## Planning Coast Show for Mills Coffee Vender

LOS ANGELES, Aug. 2.—Operators in this vicinity may soon see the Bert Mills Hot Coffee Vender in action, J. J. Greenfield, head of Coast Enterprises, distributors of the machine in this area, said.

He is leaving for an extensive trip East next week and will confer with the vender officials at the factory. Basing his statement upon facts already in hand, Greenfield said the showing here would be late in August or early in September.

Associated with Greenfield, a former operator in the Midwest, in the distributing outlet here are Sam Gilbert, office manager, and Edwin Craven, sales manager.

Coast Enterprises also handles distribution of Tradio coin-operated radios and the Masco, lotion vender.

## Stamp Op Assn. Plans Program

LOS ANGELES, Aug. 2.—Organized recently for the betterment of the industry as a whole, the Stamp Machine Operators' Association, headed by J. E. Cluett as president, is planning to launch a progressive program.

Other officers include E. W. Wil-lumsen, C. E. Hall and Ruth Bradford Gardner, vice-presidents, and P. R. Worsley, secretary-treasurer.



# L. A. Ops Say Abandoned Venders Negligible Item

LOS ANGELES, Aug. 2.—Los Angeles area vending operators report that the number of abandoned merchandise venders on location here has steadily decreased within the last year until the number is now negligible. The few machines which location owners here have complained about were all penny venders, a survey by *The Billboard* shows, and only one complaint was leveled against irregular or inadequate servicing.

M. I. Slater, president of the Western Vending Machine Operators' Association (WVMOA), and himself an independent operator, said, "WVMOA has always advocated efficient operating of vending machines at all times. The war years showed that this type of business can be run efficiently despite such hardships as labor and material shortages.

### Few Inoperative

"Hard work and careful planning all along the line is the answer, as most operators discovered when faced with the problem. Up to a few months ago, there were some empty machines on location, tho this situation was only infrequently due to operator neglect. For the most part, it was a temporary condition brought about by high prices or the shortage of merchandise. Once these conditions were alleviated, most of the machines promptly were put back into service—or were removed from the spot."

Slater confirmed the necessity for properly marking machines so that their identity can be easily established.

"Some operators," he said, "have lost their equipment because their machines were not properly marked with the owner's identification. Sometimes location owners have removed peanut machines to back-room storage after getting complaints from customers. Many of these are still there because now no one knows who owns them. Other machines, left outdoors, were, in some instances, stolen."

### An Improved Situation

Al Weymouth, of Weymouth Service, largest independent cigarette and candy venders here, said that since

cigarettes returned to the market in quantity there have been no inactive machines of either type. Candy machines may not always be filled with well-known brands, but, Weymouth points out, operators have been lucky enough to keep some bars of candy in their merchandisers.

Philip Sreden, who operates penny nut and gum venders, reports that he has seen only a few idle machines lately, but that at one time there were so many that he encountered considerable trouble "selling" location owners on his own venders.

Sreden overcame the spot owners' arguments that machines were "not worth the bother" by convincing them that properly serviced machines could earn enough to pay the merchant's electric bill.

Slater, the association official and operator, likewise declared that some of the difficulty was traceable to the fact that certain overly optimistic operators were using too many machines when the wartime squeeze was applied.

### Slater's Innovation

Slater said he overcame this problem by supplying his spot owners with self-addressed postal cards bearing the words "Out of Order" and "Empty." The merchants were asked to keep these cards handy and when a machine becomes inoperative check the proper designation and drop the card in the mails. This made the notification of the operator as painless as possible, Slater contends, and he discovered the system worked well.

Jim Beebe, service station owner in a Hollywood residential district, summed up the location owner's attitude toward machines where the operator does not keep in close touch with his route.

Beebe said that the machine at his station, which vends blanched and Spanish peanuts, has been part of a route which changed hands several times during the past few months. It changed so much, Beebe reports, that he has now lost track of the present operator's identity.

"If someone would come in and announce that he was going to cart the machine away because he owned it, I'd have to let him do it," Beebe said, "because I'd have no way of knowing that he wasn't the real owner."

## Four New Members Get Positions on NCA Candy Council

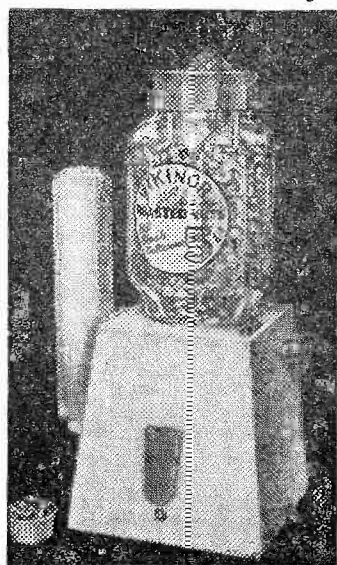
CHICAGO, Aug. 2.—Four well-known candy manufacturers were appointed to the council on candy committee of the National Confectioners' Association (NCA), to serve thru June, 1950, Philip P. Gott, NCA president, announced Tuesday (29).

They are Oscar G. Trudeau, of Trudeau Candies, Inc., Minneapolis, who is already vice-chairman of the council; Irvin C. Shaffer, Just Born, Inc., New York, council campaign manager for New York and Northern New Jersey for the past three years and who will continue in that position for the remainder of 1947; W. A. Yantis, Chase Candy Company, St. Joseph, Mo., and R. D. Muzzy, Daggett Chocolate Company, Cambridge, Mass.

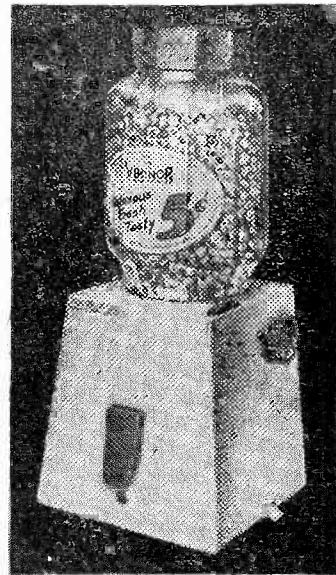
Retiring from the council committee are two manufacturers who have been among the council's principal advisors since the inception of the program. They are John H. Reddy, New England Confectionery Company, Cambridge, Mass., who was national chairman during 1946, and Herman L. Heide, president of Henry Heide, Inc., New York.

Introducing our *New Models*

**VIKINOR 5c  
HOT NUT  
← VENDOR**



**VIKINOR 5c  
BULK  
CANDY  
VENDOR →**



**MODERN DESIGN — ADJUSTABLE DISPENSER  
SLUG-PROOF — and many other new Features**

We also make WALL BRACKETS, FLOOR STANDS — smart, durable, inexpensive.

Write for literature, prices, discounts, stating whether distributor or operator

**ALKUNO & CO., INC.**

**Mechanical Manufacturing Laboratories  
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◎ YEARS AHEAD OF ANYTHING ON THE MARKET  
A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Soon in mass production. Distributorships being allotted now. Write for full details.



**DAVAL PRODUCTS CORPORATION  
1512 North Fremont Ave., Chicago 22, Ill.**

**BRAND NEW  
1947  
SILVER KING  
VENDOR**

One cent peanut or ball gum, or 5¢ bulk merchandiser. Sample \$13.95; 2 thru 11, \$11.55 ea.; 12 thru 49, \$11.05 ea.; 50 up, \$10.55. Immediate shipment. 1/3 deposit, balance C. O. D.

**T. O. THOMAS COMPANY  
DEPT. B, 1572 Jefferson St., Paducah, Ky.**

**A VERY GOOD BUY!  
BOSTON BAKED BEANS  
25c per lb.  
35 lbs. to the carton.**

We Have Any Machine To Suit Your Needs.  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

**J. SCHOENBACH**  
Distributor of Advance Vending Machines  
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**1948 IMPS**

1¢ or 5¢  
Cigarette or Fruit  
**\$12.95**  
Lots of 12

**STAMP FOLDERS**  
For Shipman, Schermack, Victory.  
10,000 ... \$ 5.75  
25,000 ... 13.95

**SHIPMAN TRIPLEX STAMP MACHINE**

Brand new! Vends 1¢, 3¢ and 5¢ Airmail Postage Stamps.  
Slugproof, compact, foolproof. Immediate Delivery.  
Operator's Price  
**\$39.50**

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

**PARKWAY MACHINE CORPORATION**  
628 W. NORTH AVE., DEPT. B Phone: Madison 4447 BALTIMORE 47, MD.

### Bradley, Soft Drink Magnate, Dies at 84

COLUMBUS, Ga., Aug. 2.—W. C. Bradley, who amassed one of the South's greatest fortunes thru Coca-Cola and cotton interests, died this week at his home here at the age of 84.

Bradley had already extensive holdings in textile and other interests when, in 1919, he and his life-long friend, the late Ernest Woodruff, became the principals in a syndicate which purchased the Coca-Cola Company from Asa G. Candler for \$25,000,000.

Serving the beverage firm in several capacities, Bradley was at one time chairman of the board. At the time of his death he held a directorship in the soft-drink firm.

## Industry Spokesmen Fearful Peanut Bar On Its Way Out

WASHINGTON, Aug. 2. — With neither Commodity Credit Corporation (CCC) nor Congress willing to do anything about adjusting the price of peanuts, members of the newly-formed Peanut Industry Advisory Committee (PIAC) are fearful that the peanut bar may be forced out of existence as a candy staple.

At a meeting here this week with CCC officials, PIAC was told that the agency's hands are tied with respect to lowering edible peanut prices. Under the parity formula, peanuts are slated to advance several cents a pound in the next few months. PIAC

members who trooped to Capitol Hill for relief were told by individual legislators that Congress will not take any action to disturb the peanut parity formula.

#### No Peanuts for Candy

Harold Smith, PIAC executive secretary and representative of National Confectioners' Association (NCA) stated that many candy makers are abandoning plans to increase their output of peanut candy in view of the fact that a peanut price rise will force them to retail "nickel" bars at seven or eight cents. Smith declared that one firm which had planned to up its peanut bar production 400 per cent may, instead, actually cut its current output.

Smith stated that the present peanut price formula has another two years to run, with the prospect that prices will be further increased next year. "Candy makers," he said, "who might be inclined to take a loss in one year in order to maintain the name of their peanut bars can hardly hope to hold out for two years."

#### Wholesale Situation

On the wholesale level, Smith asserted, peanut bars will be forced to compete with other candy bars selling at eight cents less per box. "This means that the wholesaler is not going to be very interested in stocking peanut bars."

Despite the unfavorable report received by PIAC from CCC, the group plans to hold further meetings with agency officials in an attempt to work out some arrangement whereby candy makers can purchase peanuts at a price less than that demanded by the parity formula.

#### Talk to Solons

The peanut industry advisory group members conferred at length here Monday (21). On Tuesday (22) the advisory committee conferred nearly two hours with top CCC officials and other representatives of the Agriculture Department.

At a hearing before the House Banking and Currency Committee, which was considering changing peanut regulations, William J. Lavery, chairman of PIAC, told congressmen that the confectionery industry had but two alternatives if peanut prices continued to rise: (1) Further reduction of peanut content of confectionery products in direct relationship to any price increase or, (2) eliminating peanuts practically in their entirety from the products of the industry.

"In either case," Lavery predicted, "permanent, harmful effects on the producers of peanuts will result."

## Macon Refrigeration Laws Exempt Soft Drink Venders

MACON, Ga., Aug. 2.—Soft drink vending machines will not be affected by an ordinance, recently adopted by Macon's city council, regulating the installation and operation of refrigeration equipment.

Paul Howard, assistant city electrical engineer, said here this week that the new rulings—which provide that "no refrigeration system shall be installed in or upon public stairways, hallways, lobbies, entrances or exits"—will not apply to soft drink venders, household units or portable refrigeration equipment.

Howard pointed out that the safety ordinance is designed to regulate operation of refrigeration equipment which uses more than a one-half horsepower compressor unit.

Until the opinion was delivered this week, Macon's soft drink merchandising operators speculated on the effect the ordinance might have on their routes.



### AUGUST ISSUE

### OUT THIS WEEK

Containing fact-packed, interesting, authoritative articles that belong at the top of your reading list.

#### YOU WILL WANT TO READ

#### MEMO FROM THE MART

Walter A. Stahl, operating manager of Chicago's Merchandise Mart, tells the story of vending machines in the world's largest office building. He presents some interesting facts that will aid other operators in their office building operations.

#### KANSAS PLAY FOR GOOD WILL

John Stevens, Wichita candy operator, is building good will for his business and the entire automatic merchandising industry with a unique kind of local public relations.

#### PROFITS ON PART TIME

Thousands of men earn part of their living operating part time, and from their ranks many a large firm has emerged. This is the story of one part-timer.

#### VEND FORUM

Which would you prefer—to own your own equipment, or lease it? Here are the advantages and disadvantages of owning and leasing presented by men in the industry who know.

#### ICE VENDING GETS HOT

The ice industry is recovering lost markets with automatic selling. A survey of ice vending to date points up new ideas in automatic merchandising.

#### SAN FRANCISCO

With a high prosperity level, San Francisco is a fertile field for vending. The city has more venders, and more of a variety of venders, than the average.

PLUS . . . "There Ought To Be a Law" a thought-provoking editorial by Vend's editor on that nuisance, abandoned vending machines. Also Trends, Vend's forecast of things to come in automatic merchandising and many other interesting, informative articles.

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1 YEAR, \$3—2 YEARS, \$5

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Company . . . . . Position . . . . .  
Address . . . . .  
City . . . . . Zone No. . . . . State . . . . .

## Star Venders Will Make New 5c Candy Mch.

LOS ANGELES, Aug. 2.—Manufacture of a new 5-cent candy bar vending machine is to get underway here within the next few days, with the first 1,000 machines to be ready for delivery by August 20, George R. Wright Sr., president of Star Venders of California, Inc., said before leaving for the East on a 23-day trip. While in the East, Wright will attend the wedding of his son in New York and visit jobbers to set up distribution of the machine.

Wright said that his machine is designated especially for small industrial plants where it is too expensive to install the large type of machine. Production got underway at the local plant yesterday and immediate delivery can be made after August 20, Wright said.

**NEW SILVER KING VENDORS**

**5c Hot Nut**  
Handles Almonds, Pistachios, Cashews, all Mixed Nuts.  
**\$29.50** Ea.  
Less in Quantity

**1c OR 5c MODEL NUTS OR BALL GUM**  
SAMPLE **\$13.95**  
10 or More **\$12.50** Ea.  
25 or More **\$10.30** Ea.

**5c Hot Pop Corn Electro-Serv Vender, Slightly Used, Only 5 Left. Ea. . . \$69.50**


**NEW VENDING MACHINES**  
New Regal 1 1/2 Bulk Vender . . . . . \$ 8.95  
Advance #11, 1 1/2 or 5c . . . . . 13.75  
Col. Mod. 46, Ball Gum, 1c . . . . . 12.50  
Col. Mod. 46Z, 1c, All Purpose . . . . . 11.95  
Col. Mod. 46ZB, 5c, All Purpose . . . . . 12.95  
Mod. V, 1c, Any Quantity . . . . . 11.75  
Mod. V, Cab. Type, 1c, Any Quantity . . . . . 13.75  
Mod. V, Cab. Type, 5c, Any Quantity . . . . . 14.75

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**1/3 DEPOSIT REQUIRED**

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**SPECIAL!**

**10 Globe Type Victor All-Purpose Venders and 14,000 Balls of Bubble Gum all for \$157.50 Delivered**



**T. O. THOMAS COMPANY**  
1572 Jefferson St. PADUCAH, KY.

**OPERATORS—HERE'S NEWS!  
the all NEW  
KWIF-KAFE VENDOR**

Dispenses a Large, Steaming Cup of HOT COFFEE

for Only a Nickel!

- Exclusive Franchises Available NOW in the World's Newest Vendor.
- Just drop a nickel for cup of hot, flavorful coffee with or without cream and sugar.
- Vast Profits can be yours in 1 to 20 Western Pennsylvania Counties.
- Write today for information about large virgin territories and huge profits.



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OF WESTERN PENNSYLVANIA, INC.  
901 RIDGE AVE., N. S., PITTSBURGH, PA.

**Vote Tax Cut,  
Assn. No. Tags  
For Venders**

**Western Ops for Plan**

LOS ANGELES, Aug. 2.—Nearly 20 members who attended the July meeting of the Western Vending Machine Operators' Association went on record as favoring the attachment of stickers to machines giving the member's association number and breakdown on price as charge for merchandise and amount charged for sales tax. It was pointed out that this procedure would allow operators to make deductions for sales tax.

With M. I. Slater, president, conducting the meeting, Philip Sreden, secretary, was instructed to get printers' quotations on the proposed job.

It was also announced at the meeting that Huntington Park had held its first reading on an ordinance allowing vending machine operators to pay a flat rate on gross receipts on the basis of \$10 for the first \$5,000 and \$1 on each additional \$1,000 annual gross. The change was made after members of the association and those of the National Automatic Merchandisers' Association (NAMA) who were in the city for the regional meeting, conferred with Huntington Park officials. A per machine charge was under consideration.

H. J. Abarr, Southgate operator, reported that the Southgate Council had had its first reading on a bill to set the charge on vending machines as follows: \$2 per year on 5-cent machines; 50 cents per year on penny machines. Machines selling merchandise as well as 5-cent and penny combinations are \$2 per machine per year.

President Slater told the membership that he had become a member of NAMA because he felt that this affiliation would keep him abreast of the times in the industry. Abarr made a motion, seconded by Ray Huizing and unanimously accepted, that the association pay Slater's NAMA dues and also pay the dues for future association presidents.

Sam Abbott, of *The Billboard*, gave a brief talk on the operation of vending machines in the Hawaiian Islands.

Association will not hold its August meeting as is the custom. The next session is set for September 30. Group voted to hold this gathering at McDonnell's Monterey Restaurant on Beverly Boulevard. Tuesday's session, as well as the one in June, were held at the Monterey. Following the September gathering, officers will attempt to select a more centralized location for future meetings.

**Nik-O-Lok Gets Contract**

**For Detroit Zoo Location**

DETROIT, Aug. 2. — Contract for placement of scale and service machines in the Detroit Zoo by the Nik-O-Lok Company of Detroit, headed by Frederick E. Turner, former secretary of the old Automatic Merchandisers' Association (national), was approved this week by the Zoological Commission.

Contract provides for supplying scales, with an estimated 11 to be placed on location, and 25 coin locks for washrooms. Contract runs for a period of three years.

**Rowe Says Production Up**

WHIPPANY, N. J., Aug. 2. — Rowe Manufacturing Company reports that daily production is higher now than during the first six months of 1947 after resuming operations following a two-week shutdown to permit vacations for all employees.

**Cup Venders, Coin  
Changers Featured**

WILMINGTON, Del., Aug. 2. — Cup drink venders and coin changers were given feature presentation to readers of *The Journal-Every Evening*, local daily, recently.

Under a four-column headline, the article told of recent installation of new machines in Wilmington and of their operating principles. A two-column photo accompanied the story.

**BE SANITARY  
American Maid Ball Gum**

IS AGAIN AVAILABLE IN THE SMALL SANITARY BOXES

100 balls, 5/8 inch size in a box, 50 boxes in a carton, same packing, same quality and same size as before the war. \$17.50 per carton.

We do not break cartons. No free samples.

**M. T. DANIELS**

1027 University Ave., Wichita 12, Kansas

**BUBBLE GUM DEAL**  
10 MODEL V CABINET VENDERS and 100# BUBBLE Gum, \$157.50  
1/3 deposit, F. O. B. Brillion  
**L. M. Becker Vending Service**  
105-5 DEWEY ST. BRILLION, WIS.

**SPECIAL**  
50 5c Reliable Cash Tray Vendors. Each \$ 4.95  
50 1c 3-Column Nut Vendors. Ea. 10.00  
**BUBBLE BALL GUM**  
5/8" Ball Gum ..... 40c lb.  
170 Ball Gum ..... 45c lb.  
Virginia Peanuts ..... 28c lb.  
Pistachio Nuts ..... 60c lb.  
Cashews ..... 50c lb.  
Boston Beans ..... 28c lb.  
Also new, used Columbus, Silver King, Advance, Northwestern, Victor and Master Vendors.  
**CAMEO VENDING SERVICE**  
432 W. 42nd St. New York 18, N. Y.

**5c CANDY BAR OR 5c DRINK VENDOR**  
**ROUTE WANTED**  
IN METROPOLITAN NEW YORK  
Operators who have established routes the above vendors please contact us immediately.  
**J. WACHTEL BISCUIT COMPANY**  
170 N. 5th St. Brooklyn, N. Y.

THEY'RE BETTER • THEY'RE CHEAPER  
Replacement  
**GLASS GLOBES**  
FOR VICTOR, SILVER KING, ADVANCE and COLUMBUS VENDORS  
**\$1.00 Each**  
Northwestern Globes (Large Open Top) \$1.25 each. All prices in lots of 12—Packed in a case—1/3 With Order Balance C.O.D.  
JOBBER'S WRITE FOR PRICES  
**VEEDCO**  
2113 Market St. Phila. Pa.

**CIGARETTE MACHINES**

- NEW UNEEDA MON-ARCH, 8 COL., 510 PACK CAP. .... \$159.50
- NEW PX, 10 COLS., 425 PACK CAP. ... 175.00
- NEW DU GRENIER CHALLENGER, 7 COLS. .... 135.00
- ROWE ROYALS, 10 COLS. .... \$105.00
- ROWE IMPERIAL, 8 COLS. .... 75.00
- DU GRENIER CHAMPION, 9 COLS. .... 95.00

- DU GRENIER MODEL W, 9 COLS. .... \$ 69.50
- DU GRENIER "S", 7 COLS., 210 PACK CAP. .... 47.50
- DU GRENIER, 6 COLS., 150 PACK CAP. ... 32.50
- STEWART-McGUIRE, 8 COLS. .... 35.00
- UNEEDA, 8 COLS. ... 57.50
- National 9A ..... 125.00
- National 950 ..... 116.00
- NATIONAL 930 ..... 75.00
- NATIONAL 630, 150 PACK CAP. .... 32.50

**CANDY MACHINES**

- ROWE DE LUXE, 8 COLS., WITH LIGHTS ..... \$115.00
- ROWE STANDARD, 8 COLS., 120 BAR CAP. .... 95.00
- UNEEDA, 5 COLS., 102 BAR CAP. .... 75.00
- DU GRENIER CANDYMAN, 72 BAR CAP. .... 62.50

10c CIGAR MACHINES, Cap. 175, 7 Col. .... \$35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET

BROOKLYN 11, NEW YORK

**UNIVENDOR IS BACK**

Exclusive STONER DISTRIBUTORS in Me., N. H., Vt., Mass. and R. I.

The New UNIVENDOR, redesigned for greater operating efficiency, improved for added beauty. Vends merchandise ranging in price from 5c to 20c—adjusts easily for the items most popular in each location. Precision workmanship, sturdy steel construction guarantee trouble-free operation, long life and easy servicing. Handsomely styled, gleaming chrome give attractive sanitary appearance. Univendor available in 8-column and Theatre Models.

**TRIMOUNT**  
COIN MACHINE CO.

**WHY PAY MORE? asks ROY TORR**  
**BALL BUBBLE GUM (DIAMOND BRIGHT)**  
**40c Per Pound**

500 Pounds 5/8 (70,000 Balls) ..... \$200.00  
500 Pounds 1/2 Inch—170 Count—(85,000 Balls) .. \$235.00

On orders less 500 pounds, 2c per pound additional.  
Full cash with order—prompt shipment

**FREIGHT PAID TO YOUR DOOR**  
MINIMUM SHIPMENT 100 POUNDS.

**ROY TORR** Lansdowne, Penna.

# General Vending Producing One, Two-Bottle Machines

CHICAGO, August 2.—General Vending Machine Corporation is now in production on both single and double-flavor bottled beverage vending machines, it was announced here this week. Designed by E. A. Terhune, the two venders are being manufactured in the plant of the Benson Manufacturing Company, Kansas City, Mo.

Single flavor, called Master model, measures 25 3/4 inches wide by 30 3/4 inches deep by 75 inches high, weighs 625 pounds and has a capacity of 215 7-ounce bottles or 192 12-ounce bottles. The vender is adaptable to handle various sized bottles from 6 to 12 ounces. Dual flavor Jumbo model is 38 3/4 inches wide, has same depth and height measurements as single flavor model and weighs 900 pounds. Its capacities are 338 7-ounce or 302 12-ounce bottles. This vender also handles bottles ranging from 6 to 12 ounces. All the mechanical parts in both single and dual flavor models are interchangeable.

Dry refrigeration system featured in both models is mounted in the top of the cabinet and is removable as a unit. Other features incorporated in both models include elevator action used in dispensing bottles, controls that prevent more than one bot-

tle being vended at a time, and sub-assemblies featuring the unit system so that if repair is necessary a new unit can be inserted in machine while other unit is being checked.

Principals of the firm beside Terhune, who is the firm's general manager, are Paul H. Dunakin, General's president and also an official with *Popular Mechanics* magazine; John T. Clark, vice-president and secretary, who is also an executive of the Clark Rubber Company, Cicero, Ill., and Edwin C. George, treasurer of General and widely known as an accountant.

Terhune was formerly the national sales manager of the electrical refrigeration division of Servel, Inc.

## Little Change With Sugar Rationing Off

(Continued from page 106)

Gold Coast and Brazil where controls have sent prices soaring from 8 cents per pound in October, 1946, to the present price of 32 cents.

Survey showed that present candy production is about 85 per cent of capacity, with a slight increase probable before the end of the year. Industry spokesmen said that no new brands are expected, but that a few of the brands out of production since 1941 may reappear on the market soon.

Chewing gum, likewise, seems to be at about an 85 per cent production level, with a slight increase possible before 1948. Chiclé and leche caspi, essential imported gum ingredients, are still in short supply.

Soft drink makers indicated that the increased supply of sugar will have a more pronounced effect on their industry than in the candy and gum field. Only one of the beverage manufacturers queried indicated immediate 100 per cent production, but several said that they will increase production in the near future.

Biggest over-all handicap seems to continue to be a shortage of bottles, with machinery and delivery equipment running a close second. Consensus is that 1948 should be the biggest year for sales ever experienced by the non-alcoholic beverage industry.

### Hires' Sugar Problem

Of the companies surveyed, biggest increase in production is expected by Hires Root Beer, who report that they have been operating at only 30 per cent of production capacity because they could not substitute for sugar. Company spokesman said that 60 to 70 per cent production should be reached by the end of 1947 and the full capacity mark in 1948.

Several of the beverage firms plan expansion in coin-operated vender sales as soon as possible. Many of the leading concerns are planning to enter the coin machine field as soon as they can get venders. Surveyed beverage companies report many cup and bottle vender experiments being conducted at present time either by themselves or under specific contracts. Those already firmly established in the coin-operated vender field report plans for immediate expansion.

### Del. Firm Seeks Charter

DOVER, Del., Aug. 2.—Ideal Dispenser Company here has filed an application for charter with the corporation department of the Secretary of State's office. Capitalized at \$100,000, the company stated in the application that its purpose is to deal in vending machines.

WE LEAD AGAIN WITH NEW LOW PRICES

**5/8 BALL BUBBLE GUM**  
40c per lb.

**BALL BUBBLE GUM 45c Per Lb.**  
170 Count, Per Lb.  
25 Lbs. to Carton  
The Best in the Nation

**LICORICE LOZENGES**  
30c per lb.

App. 530 Count per lb.  
38 lbs. to carton

**PISTACHIO NUTS AFGHAN RED**  
45c per lb.

App. 800 Count per lb.  
**LARGE RED . . . . . 71c per lb.**  
App. 575 Count per lb.

**BOSTON BAKED BEANS**

35 Lbs. to Carton . . . . . 25c per lb.

WRITE FOR QUANTITY PRICES  
We Buy and Sell New and Used Vending Machines

All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

## Northwestern

1ST CHOICE OF ALL EXPERIENCED OPERATORS



This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
5 EAST ARMSTRONG STREET, MERRILL, ILLINOIS

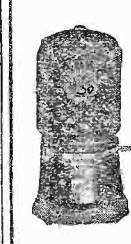
### SPARE TIME—FULL TIME!

Supplement your present route of coin machines or operate the LATEST factory model Shipman Triple Stamp Vender in your spare time. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof! Price, \$39.50 each. IMMEDIATE DELIVERY! 1/3 Dep. Bal. C. O. D. ★ Send for free leaflet ★ **R. H. Adair Company** 6924-26 Roosevelt Rd. Oak Park, Ill. **FOLDERS**—Only \$19.75 each, 25.00 which return gross profit of \$250.00.



### NORTHWESTERN VENDORS

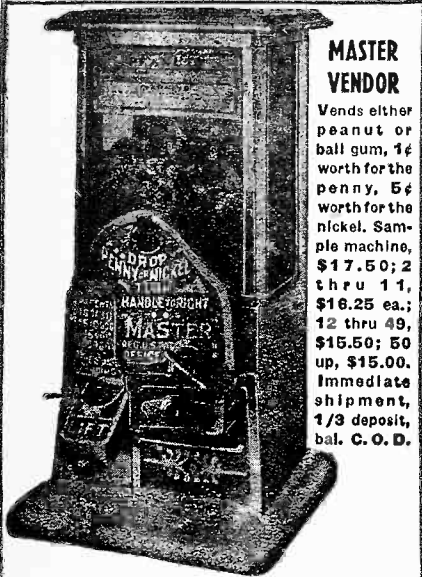
DeLuxe Merchandisers . . . \$25.00  
Model "33" . . . . . 11.50  
Model "40" . . . . . 10.00  
Model "33" Ball Gum . . . . . 10.40  
1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.  
**CARL TRIPPE**  
**IDEAL NOVELTY CO.**  
"Authorized Northwestern Distributor"  
2823 LOCUST ST.  
ST. LOUIS 3, MO.



25# case, 5/8 inch, TOT bubble gum, any quantity, \$12.50

We ship immediately.  
One-third deposit, balance C. O. D.

**T. O. THOMAS CO.**  
Dept. B, 1572 Jefferson St., Paducah, Ky.



### MASTER VENDOR

Vends either peanut or ball gum, 1¢ worth for the penny, 5¢ worth for the nickel. Sample machine, \$17.50; 2 thru 11, \$16.25 ea.; 12 thru 49, \$15.50; 50 up, \$15.00. Immediate shipment, 1/3 deposit, bal. C. O. D.

**T. O. THOMAS CO.**  
DEPT. B, 1572 Jefferson Street, Paducah, Ky.

## FAMOUS EPPY CHARMS

Series #1 \$3.50 per M  
Series #2 \$4.50 per M

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**

113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

## Nut Machine Operators

Sell French Fried Corn in your Penny Machines. People like it. It vends smoothly in machines. It is priced low. Free samples on request. Packed in 20# cartons at 23¢ per lb.

**SUNPURE FOODS**

P. O. Box 2406 Phoenix, Arizona

## MAKE MONEY WITH THE HORSES SPIN-IT DOES IT.

A Natural for Cocktail Lounges and Beer Taverns  
The Spinning Reel with 6-horse Race Track gets the play.

NO PRIZES OR AWARDS

Deposit 5¢, press down plunger, horses spin by and winner stops at window. Pull out tray for nuts. Customers play HI-LO for treats or "What Have You" 5¢ worth of Nuts with every Spin.

\$27.50 IMMEDIATE DELIVERY

1/3 Cash With Order—Balance C. O. D.  
DISTRIBUTORS, Write or Wire

**AUTOMATIC ENTERPRISES**  
8200 BEVERLY BLVD. LOS ANGELES 36, CALIF.

Will take in money faster than any Vendor made.

1c OR 5c PLAY



Dimen. 7"x6 1/2"x11 1/2" overall  
**HAMMET-TONE FINISH**

Stainless steel interior money tight cash box, adjustable nut tray, assorted colors. Capacity, 2 1/2 lbs. Shipping weight, 8 lbs.

WATCH FOR OUR NEW 5c VENDOR TO SELL WORLD FAMOUS HERSHEY CHOCOLATE BARS

## SALES RECORDS PROVE PAN'S "HARD SHELL" CANDIES

Sell fast as counter goods or bulk vendors.  
If you are not on our mailing list, write us today.

**PAN CONFECTIONS**

DIVISION OF CHASE CANDY COMPANY

311 WEST SUPERIOR STREET • CHICAGO 10, ILLINOIS

### 12 NATD Fall Meets To Highlight Topic Of Biz Competition

NEW YORK, Aug. 2.—“What kind of competition will we have to contend with tomorrow?” will be the big topic at a series of 12 sales seminars sponsored by the National Association of Tobacco Distributors (NATD) in 12 cities from coast to coast this fall. Each seminar will be held on Saturday, preceded by lunch, and will last until 5 p.m. The evenings will be reserved for private conferences between the NATD sales training director and those who want to discuss their problems.

All sales managers and their associates and any other executives of firms wanting to attend are invited. The wholesale tobacco trade supplies \$4,000,000,000 of goods annually to the 140,000,000 American consumers, according to the NATD. The cities and dates for the gatherings have been selected, but the hotels will be announced later.

The sked: Boston, September 6; Cleveland, September 13; Atlanta, September 20; New Orleans, September 27; Dallas, October 4; Los Angeles, October 11; San Francisco, October 18; Seattle, October 25; Denver, November 1; St. Louis, November 8; Syracuse, November 15; New York, November 22.

### Auto Beverage Corp. Adds Coinomatics to California Venders

HOLLYWOOD, Aug. 2.—Automatic Beverage Corporation, which specializes in cup venders, has added Coinomatic changers to some locations, F. H. Rowley, general manager, said. Automatic is using the Mills 400-cup machine.

Headed by Y. Frank Freeman Jr., as president, the firm has placed machines at Paramount and RKO studios, the Rexall Drug office building, Radio Center building and a number of industrial plants. Automatic has 15 machines at Lake Arrowhead, one of Southern California's resort spots where the coin changer is expected to increase business.

Javin Keith is the firm's service manager.

### Universal Match To Continue Fight

ST. LOUIS, Aug. 2.—S. M. Rosenberg, director of sales for Universal Match Corporation, promised in a general letter to the trade that his company would continue its battle for the removal of the Federal Excise Tax on matches.

Consideration of the matter was shelved by adjournment of Congress. Rosenberg said that Universal will carry fight for a lowered rate before Congress again next spring. Several members of the House Ways and Means Committee, he said, have indicated that such legislation will be forthcoming during the early days of that session.

### LOVELL JAVA HEAD

(Continued from page 106) be some changes in the company's original plans to sell franchises to operators. The firm may lease the equipment instead of making outright sales.

“We are now,” Lovell said, “considering the best way to distribute our machines.” He added that it is possible that the coffee vender may be sold outright rather than leased to franchise holders, altho there is equal possibility that a few franchises may be granted.

Coffee Vendors plans to have various manufacturers supply the component parts needed, and expects to set up an assembly factory in Chi-

### NCA To Inaugurate Training Program In Philadelphia

CHICAGO, Aug. 2 — National Confectioners' Association (NCA) will formerly inaugurate its co-operative training program in Philadelphia during August, James F. Mulcahy, merchandising director of NCA, announced recently.

“Balanced selling” classes, designed to upgrade the wholesale candy salesmen's efforts, will be presented in the program. Enrollment of wholesalers' salesmen within the Philadelphia area will be supervised by Fred S. Davis, executive-secretary of the Wholesale Confectioners' Association of Metropolitan Philadelphia (WCAMP). Program director for Eastern Pennsylvania, as well as a member of the NCA Distribution Committee, is Lester G. Roskam, of Quaker City Chocolate and Confectionery Company.

Instruction in “balanced selling,” it is claimed, coaches salesmen to balance actual selling practices with up-to-date merchandising techniques. Result will be additional candy turnover and higher sales by retail outlets. Program is currently in operation in the New England area and is said to have received approval of manufacturers, wholesalers and retailers alike.

cago where the parts can be built into the finished product. Eventually, Lovell said, the company hopes to manufacture the entire unit.

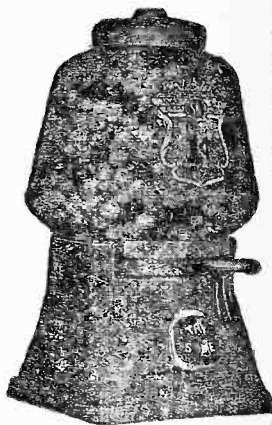
Patent for the coffee vender was originally granted to Lovell, who signed it over to Lowery. When the Coffee Vendors firm was formed the patents were then turned over to the corporation which now holds them.

### 10 SILVER KINGS

and 10,500 Balls 5/8" Bubble Gum, \$150.00

5 Silver Kings and 7000 Balls 5/8" Bubble Gum, \$80.00

Delivery day order received One-third deposit, Balance C. O. D.



T. O. THOMAS CO.

1572 JEFFERSON

PADUCAH, KY.

Tiny California Almonds (800 Count).

- Per Lb. . . . . 85¢
- #1 Spanish Peanuts. Per Lb. . . . . 20¢
- Virginia Blanched Peanuts. Per Lb. . . . . 26 1/2¢
- Virginia Red Skin Peanuts. Per Lb. . . . . 23 1/2¢
- Small Filberts. Per Lb. . . . . 65¢
- Small Cashews. Per Lb. . . . . 60¢
- Salted White Pistachios. Per Lb. . . . . 65¢
- Salted Red Pistachios. Per Lb. . . . . 73¢
- Royal Mix Nuts (Fancy). Per Lb. . . . . 70¢
- Deluxe Mix (Fancy With Blanched Peanuts). Per Lb. . . . . 40¢
- Special Vending Mix (Fancy and Peanuts). Per Lb. . . . . 28¢
- Bubble Gum (140 Count, 5/8" Size). Per Lb. . . . . 40¢
- 1/3 Deposit, F. O. B. St. Louis, Mo.

### Ace High Products Co.

1811 S. 14th St.

St. Louis 4, Mo.

### VEND-A-SHINE

The new, proven shoe-shiner that brushes shoes for either 5¢ or 10¢ is now in production. Exclusive distributorships available. For complete information and prices write

### VEND-A-SHINE COMPANY

5007 DUVAL ST. AUSTIN, TEXAS

**SPECIAL DEAL!**  
**VICTOR MODEL V**  
FAMOUS PRE-WAR VENDORS  
10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM, ALL FOR \$155.00  
Mention Deal A When Ordering  
We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30-Lb. Ctns., 27¢ lb.  
**RAINBOW PEANUTS**  
28 Lb. Ctns. . . . . 25¢ lb.  
Spanish Peanuts, 30-lb. Ctns. 21¢ lb.  
Boston Baked Beans, Limited Quantity, 40 Lb. Ctns. . . . . 24¢ lb.  
Model V Globe Type With Plastic Globe . . . . . \$13.75

**BUBBLE BALL GUM**  
5/8" - 140 COUNT  
**40c LB.** In 25 Lb. Ctn. Lots.  
1/3 Deposit, Certified Check or Money Order. Balance C. O. D.  
**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
481 Sackman St., Brooklyn 12, N. Y.  
Phone: Dickens 2-7892

**Northwestern**  
World's Finest Bulk Vendors

**DELUXE** . . . . . \$25.00  
**MODEL 39** . . . . . 13.40  
**MODEL 33** . . . . . 11.60  
**33 BALL GUM** . . . . . 10.40  
**MODEL 40** . . . . . 9.85

**Sensational! New! Beautiful!**  
**NORTHWESTERN STAMP VENDOR**

High Grade Bubble Gum  
Zenobia Pistachios—Candies

Write for Prices  
Terms to Reliable Parties

**American Distributors**  
1349 Fifth Ave. 12046 Linwood Ave.  
PITTSBURGH, PA. DETROIT, MICH.

GIVE THOSE LAGGING PROFITS A "SHOT IN THE ARM" WITH  
**FAMOUS EPPY CHARMS!**

#1250—Series 1 . . . . . \$3.50 Per 1000  
#1255—Series 2 . . . . . 4.50 Per 1000  
#1260—A-Z Alphabet Charms 5.00 Per 1000  
#1265—Sassy Wise-Crack Picture Buttons . . . . . 6.00 Per 1000

**T. O. THOMAS**  
Dept. B, 1572 Jefferson St., Paducah, Ky.

**NORTHWESTERN VENDORS**  
DeLuxe Merchandiser \$25.00  
Model "33" . . . . . 11.80  
Model "40" . . . . . 9.85  
Model "33" Ball Gum 10.40  
Lower Prices in Quantity  
**BUBBLE GUM, 45¢ PER LB.**  
1/3 Deposit, bal. C. O. D.  
**WAITING SCALES, SLOTS.**

**CAPITOL COIN MACHINE CO.**  
1321 K Street N. W.  
Washington 5, D. C.  
**PARTS SUPPLIES GLOBES**

**CORRECTION**  
In our July 26th ad BALL BUBBLE GUM, listed at 45¢ per lb., incorrectly showed the count as 70 per lb. **THE COUNT IS 170 per lb.**  
**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave. New York 32, N. Y.

**CLEARANCE SALE ON COUNTER GAMES!**

**BRAND NEW KICKER AND CATCHER** \$37.50 ea.  
**BRAND NEW POP-UP** \$29.50 ea.  
**BRAND NEW CHAMPION BASKETBALL** \$29.50 ea.

**BRAND NEW BAT-A-BALL** \$29.50 ea.  
**BRAND NEW STAR CARD VENDOR** \$19.50 ea.  
Large Selection of Cards . . . \$4.25 Per M

**WEEKLY SPECIAL**  
5¢ HOT POPCORN ELECTRO-SERV VENDOR. Slightly used. Only 5 left. \$69.50 ea.

**BRAND NEW IMPS**  
EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels  
**\$12.95 ea.**  
LOTS OF 12 OR MORE  
5 or More. Ea. . . . \$13.75  
Sample . . . . . 14.50

**ADAMS 1c Gum Vendor**  
The most beautiful machine ever built. It's compact. The latest type mechanism is slug-proof. Capacity: 342 pieces. Size: 17 1/2" high, 10 1/2" wide, 5" deep. Six columns. Color: Red and Blue.  
**ADAMS GUM:** We guarantee a permanent quota of 400 to 500 (and possibly more) pieces per month with each machine.  
**\$24.50**  
Adams Gum. Per Box of 100, 54c

**Northwestern**  
WORLD'S FINEST BULK VENDORS  
**DELUXE** 1c or 5c Combination \$25.00

**MODEL 39** . . . . \$13.40  
**MODEL 33** . . . . 11.60  
**33 BALL GUM** . . 10.40  
**MODEL 40** . . . . 9.85  
**LESS IN QUANTITY**

**ADAMS GUM**  
1c or 5c Combination \$25.00

**MODEL 39** . . . . \$13.40  
**MODEL 33** . . . . 11.60  
**33 BALL GUM** . . 10.40  
**MODEL 40** . . . . 9.85  
**LESS IN QUANTITY**

**ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT. SEND FOR COMPLETE LIST OF COIN OPERATED AMUSEMENT AND VENDING MACHINES, SUPPLIES AND ACCESSORIES. WE ACCEPT TRADE-INS. ADDRESS ALL MAIL TO DEPT. BB**

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN STREET LOMBERD 3-2676 PHILADELPHIA 23, PA.

# JUKERS VOTE DISKERY FAVES

## Say RCA Best In Deliveries & Durability

### Eager for Better Service

(Continued from page 3)

have been expressed in no uncertain terms.

#### Deliveries Improving

In answer to the question, "Are you still having trouble getting an adequate supply of hit records when you want them?" 628 operators answered yes, while 263 reported that this problem had been solved in their territories. However, the ops revealed, by a 780 to 74 margin, that delivery service has improved since the war, indicating that distribution problems are, on the whole, being cleared up fast by the recording companies.

### COMPANY OPERATORS PREFER TO DO BUSINESS WITH

1. RCA Victor	813
2. Capitol	517
3. Decca	432
4. Columbia	378
5. Majestic	159
6. King	63

Narrowing this portion of the survey down to actual names and companies, the ops revealed that the best delivery service is now being obtained from RCA Victor, with Columbia, Capitol and Decca following in that order. In this same regard, *The Billboard's* survey included the question, "From which company do you get the worst delivery?" Opinion was fairly well divided among the first three companies, but a stronger feeling was voiced in regard to the Decca service.

Operators, in naming indies offering the best delivery service, put Majestic immediately after the majors, with Mercury following, and in

### LABELS PURCHASED MOST OFTEN BY OPERATORS

1. RCA Victor	2,678
2. Decca	2,469
3. Columbia	2,235
4. Capitol	1,708
5. Majestic	759
6. King	372
7. Mercury	341
8. MGM	133
9. Sonora	99
10. Signature	84
11. Exclusive	75
12. Vogue	69
13. Coast	40
14. Apollo	38
15. Musicraft	38
16. Continental	30
17. 4-Star	30
18. De Luxe	29
19. Tempo	24
20. Modern	20
21. Aladdin	16
22. Black & White	16
23. Peerless	12
24. Bullett	11
25. Cosmo	11

### Next Week

Results of a survey of record distributors servicing juke box operators will appear in next week's issue of *The Billboard*.

seventh place, King, one of the surprises of the survey, showing up strong in almost every category.

#### Vogue Strong-Wearer

Victor was voted the best of the big four labels from the standpoint of number of juke box plays the record can take before wearing out, with Columbia's records running second, Capitol in third place and Decca fourth. Operators had their dislikes in this case, too, with Decca, Victor and Columbia all coming in for their share of gripes, while Capitol earned the best reception.

Expanding the voting to include all record manufacturers, ops, balloting for the firm making the best wearing record, again placed Victor in the No. 1 position, with Columbia, Capitol and Decca sweeping the next three. Then followed Vogue, De Luxe, MGM, Majestic, Signature and King.

#### Cap, Decca Top Improvement

That the men who handle so many records are aware of the improvements in the various labels was seen in their answers to the question: "What single record manufacturer has shown the most improvement in the wearing quality of its records

### BEST WEARING RECORDS BY ANY COMPANY ACCORDING TO OPERATORS

1. RCA Victor	573
2. Columbia	516
3. Capitol	336
4. Decca	285
5. Vogue	222
6. De Luxe	123
7. MGM	87
8. Majestic	60
9. Signature	58
10. King	51
11. Coast	36

since the end of the war?" Capitol was an overwhelming favorite among the ops in this listing, while they handed the No. 2 slot to Decca. Victor placed third, with Columbia, Majestic, King, Mercury, Vogue and Apollo following in that order. It is interesting to note in this regard that with the exception of the above-mentioned indies, the great percentage of the smaller labels received only scattered recognition for their wearing qualities or improvements.

#### Ops Run Stores

In line with a trend first noted in the pages of *The Billboard* years ago, the growth in the number of operators who also own record stores is noted in the survey. More than one-third of the 937 operators answering the questionnaire reported they also owned record stores. Opinion was about evenly divided as to whether the juke operator or the record store received the best service from the manufacturers, but the majority of those operating both reported that the service was just about the same in each field.

In an attempt to determine the validity of reports of subterfuge—that is, whether manufacturers or distributors had forced operators to buy records they didn't want in order to obtain records which they did want—operators were asked to report whether they had experienced

this type of selling. With practically all ops answering this query, only 203 said yes. The great majority said no.

#### Majors Are Majors

When it comes to buying records, the operators were almost unanimous in selecting the four major labels as those which were "musts" on their purchasing orders. With name talent, and the type of recordings that are national juke box favorites, Victor, Decca, Columbia and Capitol captured the first four places, in that order, while Majestic again proved its strength by running fifth.

The No. 6 label, King, was a surprise because the firm is comparatively new and its hillbilly sides are of strictly regional appeal. The

### OPERATORS' CHOICES OF COMPANY OFFERING BEST DELIVERY SERVICE

1. RCA Victor	867
2. Columbia	453
3. Capitol	429
4. Decca	418
5. Majestic	121
6. Mercury	72
7. King	65

manufacturer placed ahead of such labels as Mercury, MGM, Sonora and Signature, who filled out the first 10.

The operators reported that of all the recording firms, they most preferred to do business with Victor, Capitol, Decca, Columbia, Majestic and King, in that order. It was strange to note that those companies drawing the most votes in the "best" category also drew the most votes in the listing of companies the ops did not like to do business with—indicating that it's not possible to please everyone all of the time.

#### Manufacturers' Answers

In an effort to discover why feeling on some points was so strong against the majors, *The Billboard*, after completion of the survey, visited executives of the firms involved. Harry Kruse, Decca vice-president in charge of sales, said that wartime activities at Decca had caused many problems that had taken long to solve. The firm, operating 42 branches and six pressing plants, was faced with a shortage of experienced manpower during the 1941-1945 period, with inexperienced branch managers, forced into jobs when the regular heads were drafted, not being able to cope with problems presented by disk shortages, rationing, etc.

According to Kruse, Decca's production is now greater than its demand, but there are still mechanical problems which must be licked before service can hit efficiency peaks. Shuttling of pressings from the six pressing plants to the 42 branches,

### MANUFACTURER SHOWING MOST IMPROVEMENT IN QUALITY ACCORDING TO OPERATORS

1. Capitol	555
2. Decca	372
3. RCA Victor	357
4. Columbia	294
5. Majestic	132
6. King	69
7. Mercury	51
8. Vogue	38
9. Apollo	27

### Para Burglars

HARTFORD, Conn., Aug. 2. —Burglars dropped from the branch of a near-by tree to the roof of the Arrow Restaurant here this week and looted a pin-ball game and a juke box.

and then out to the operators and the retailers, is still an uneven operation—but one on which Decca is constantly working.

#### War Quota System Dropped

Today, according to the Decca exec, the quota system in force during the war has been dropped, and Decca recognizes the great importance of the juke box operator as an outlet for sales of their product and as a promotional medium to sell their records to the public for private use.

James W. Murray, veepee in charge of the record division of RCA Victor, in answer to Victor's showing as making the worst wearing record (according to some ops), said that he and his fellow execs had recognized the problem ever since the end of the war and that "our stress is on the improvement of the quality of our records." That Victor has been succeeding is proven by its No. 3 position in voting on the most improved records.

Murray further said that Victor is, and has been, making every effort to see that the operator gets a fair deal in the distribution of Victor records. Distributors have set up special counters for the exclusive use of juke box operators. When any one distributor's sales reveal that fewer than 20 per cent of the records have gone to ops, something is done about it—and fast. Victor wants the juke business, and Murray reiterated

### OPERATORS' CHOICE OF BIG 4 RECORDS WITH BEST WEARING QUALITY

1. RCA Victor	834
2. Columbia	753
3. Capitol	558
4. Decca	487

that every effort will be made to see that the operators get a fair shake.

#### Columbia's Reaction

Paul Southard, veepee in charge of sales for Columbia Records, with headquarters in Bridgeport, Conn., made the following statement to *The Billboard* in connection with the survey:

"We feel that coin phonograph operators have a very important place in the record industry, not only because of the volume involved, but also because of the promotion benefits received from numerous playings of records in taverns. We do everything in our power to cultivate the coin operator business by putting out the material they want and by serving them efficiently from our 56 distributing points."

The consensus seems to be that the manufacturers do not intend to discriminate against the juke box operator and will see to it that the same goes for their distributors. The service problem is expected to be licked substantially in the near future, but current labor hold-ups may affect the speed with which the deliveries can be improved.

People  
DESERVE THE  
Best



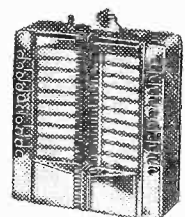
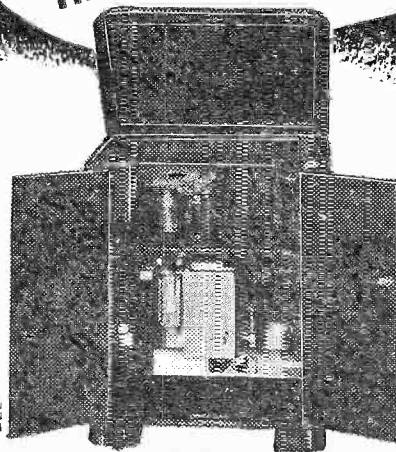
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**ROCK-OLA**  
THE PHONOGRAPH THAT SELLS MUSIC

**ROCK-OLA**

*Manufacturing Corporation*  
600 N. KEDZIE, CHICAGO 51, ILL.



PLAYMASTER  
MODE.  
1424



WALL BOX  
MODE.  
LS 30

# Selector

**THE OPERATORS' FAVORITE! FIRST IN "PLAY-APPEAL!"  
TOPS IN PROFIT . . . FINEST IN DESIGN!**

**by PACKARD**

For real "buy-appeal"—*pick the "spinning" wheel!* Experience of all operators has proved Packard's selector the simplest and best—*the favorite of the industry!*

Now it is streamlined into "The MANHATTAN!" Selection is easy, rapid . . . *and at eye-level.* Its new design with eye-catching illumination and gleaming chrome finish attracts your patrons in daylight or darkness . . . promotes more play—*and more profit!*

*Here at last* is the phonograph "you've been waiting for"—the phonograph with new luxury of styling and miraculous tone that *points the way to*

*a new Era in Automatic Music*



PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana



*the finest,  
most luxurious  
... highest priced  
commercial phonograph made!*



# THE **MANHATTAN** by Packard

*the phonograph every location will demand!*



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Beauty and Efficiency  
ENHANCED BY**



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4100 W. Grand Ave., Chicago 51, Ill.

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**ST**

*The Showing*

**SEE**

*for Florida*

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**HEAR FILBEN**

**MIRROCLE MUSIC**

The most sensible new idea  
in Automatic Music

**INSPECT**

Come as you are...  
and fill up at our buffet bar

**SUNSHINE COIN MACHINE CO.**

**PHONE 5-1895** 1470 NORTH WEST 36TH STREET  
MIAMI, FLORIDA

## AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

### Smiley Wilson Signs

Smiley Wilson, formerly featured singer with Gene Durnal's Rio Grande Rangers, heard thruout Texas, has been signed by Apollo Records. He is currently working at the Shorewood Inn, Peoria, Ill., with his wife, Kitty Carson, a yodeler. . . . Smilin' Eddie Hill, another Apollo folk artist property, is looking for a hillbilly ballad singer to join his novelty junk band. . . . Columbia Broadcasting System has started airing a net network Western show, *The Oklahoma Round-Up*, heard Saturdays at 8:30 p.m. (CST). Cast includes Riley Shepard, formerly Western recording chief for Majestic Records, emcee; Lexie Ray and Lou; Ann Bond; Lem Hawkins and Jack Beasley. Program is aired from KOMA, Oklahoma City.

The Checkerboard Jamboree, a morning feature over Mutual Broadcasting System, has been signed for another 52 weeks. . . . Four additional stations have bought the *Tex Ritter Show*, transcribed Western package. New outlets for the hour-long show include KGO, San Francisco; KRUX, Phoenix, Ariz., and WGRC, Louisville. . . . Curly Clements and his cowboy band are currently on an eight-week tour of Wyoming and Colorado, after completing their part in Smiley Burnette's Columbia pic, *Six-Gun Law*. . . . In addition to working in the flicker, Clements clefled one of its sagebrush songs, *Cowboy Shindig*. . . . Gene Autry presented a gold cup to Mrs. Dorothy Crouse, of Gary, Ind., president of the Autry national fan clubs, in recognition for the club's work in raising funds for the Runyon Cancer Fund.

Coast Records has just released its first cutting by Deuce Spriggins, *Smoke, Smoke, Smoke*, coupled with *Oh, I Went and Got a Bucket for My Tears*. . . . Since the ork has been discontinued, the Plainsmen are supplying music for Hollywood Barn Dance. . . . Tex Ritter going on tour again, this time hitting Utah, Montana and Idaho.

Wally Fowler will handle a Mercury recording session in Nashville next week when Homer Briarhopper comes in from WPTF, Raleigh, N. C., to cut his new sides. . . . Alonzo and Oscar, the new RCA Victor hillbilly duo, will cut a hokey version of *Adobe Hacienda* soon, making it a total of 16 records on the tune. . . . Lee Penny, writer of *Adobe Hacienda*, investing his royalties in a new home in Chicago.

Shorty Warren and His Western Rangers are currently doubling between the Club Argyle, Newark, N. J., and their daily radio work over WAAAT, Newark. They are in the midst of a one-year stay at the nitery. They have just signed to record for Yale and Master records. . . . Penny Woodford replaces Andy Anderson as a member of the Lucky Penny Trio, heard regularly over WLW, Cincinnati. Threesome now has Penny West and Dean Maxedon in addition to Miss Woodford.

### Ernie Lee

Ernie Lee who emcees the *Midwestern Hayride* over WLW, Cincinnati, has signed to do 16 sides for Victor during the next year, with a two-year option on the pact. . . . Rome Johnson, guitarist with WLW's Trailblazers, has signed with MGM platters, to do 16 sides during the next year. . . . WKY, the Oklahoma City NBC affiliate, has one of the largest talent rosters of folk artists heard today, with Wiley Walker and Gene Sullivan, Columbia recording artists, and their combo, Julian Akins, known as Cowboy Jess, Sheldon Bennet, Kenny Driver, Harry Wynns, the Chuck Wagon, Gang and the Vicks Ramblers.

The *Midday Merry-Go-Round*, heard over WNOX, Knoxville, is going into its 12th year on the air. Cast includes Lowell Blanchard, station program director as emcee, Archie (Grandpappy) Campbell, comedian and tenor; Bill and Cliff Carlisle, Burke Barber, Homer Harris and Molly O'Day, all of whom are heard on various labels. Lonnie Glossom, ex-WHAS, Louisville, and WMC, Memphis, harmonica star, has just joined the WNOX cast.

A new ranch has been opened at Chagrin Falls, O., by Roy West and His Range Riders, a feature of WGAR, Cleveland. The group brought in Jerry Drake and Terry Trannell and Their Westerners, who just returned from a six-month tour of the Hawaiian Islands, for the first guest attraction. The Harmony Ranch Park is the first folk artist park in the Cleveland area.

Newest hillbilly disk show is being piped daily over WCKY, Cincinnati, which has set aside a four-hour period daily for folk music platters. . . . Cliff Rodgers, disk jock on WHKK, Akron, who emcees the folk artist platter show, has returned from a two-week vacation. . . . Ernie Benedict and His Range Riders are heard daily over WGAR, Cleveland.

Songs of the Hills and the Plains, a folio of songs written by well-known penners in collaboration with Hoyt (Slim) Bryant, has been published by Bryant, who airs over KDKA, Pittsburgh. . . . Bill Boyd and His Cowboy Ramblers went to Fort Worth recently, just to present Mayor Art Deen with Boyd's latest Victor record for the city official's folk artist collection. Boyd has been making many p. a.'s in Texas recently.

Stoney and Wilma Lee Cooper and Their Clinch Mountain Gang returned to WWVA, Wheeling, W. Va., July 26 after several years on other stations. Jerry and Peggy Leary, sisters of Wilma Lee, are now heard over KCLN, Blytheville, Ark., where they work as the Carolina Sunshine Girls. . . . WWVA folk talent gets a nice plug in the station's new promotional brochure, with most of the entertainers rating full-size photos in the book. . . . The WWVA roster added the Farm Lads, composed of Jimmie Hutchinson, Monty Blake and Cy Sneezweed. Trio play and do vocals.

Lonnie Bryant, brother of Slim Bryant, KDKA, Pittsburgh, and a member of Slim's Georgia Wildcats, suffered burns July 4, which kept him in the hospital until July 20. . . . Joe Barker, of WWVA, Wheeling, has purchased Ravine Park and has made a ranch of it. He plans on using many name folk artists at the new location. . . . Red Belcher, head man of the Kentucky Ridge Runners, WWVA, recently underwent surgery and is still convalescing.

Budge and Fudge, the Mayse brothers, new Dixie recording duo, are replacing him while he is ill. Hallie Miller, wife of Curly Miller, emcee of WWVA's *Jamboree*, is also ill and off her regular daily program. . . . Mary Jean Shurtz's tune, *Before You Break My Heart*, written in conjunction with Chaw Mank, has been recorded on three labels.

Elmer and Pete Newman and their Sleepy Hollow Gang, together with members of the WFIL-ABC *Hayloft Hoedown* show in Philadelphia, following the success of a few test shows, are being featured each Wednesday evening at Woodside Amusement Park, Philadelphia. It marks the first time that a Philadelphia amusement park has featured Western entertainment on a regular basis.



# magnet for quarters!



Quarter play means bigger take,  
more profits. Your own experience  
has shown you that the more quarters  
there are in the coin box, the greater  
the total cash.

Quarters flock to the Constellation like  
flies to honey. The new and exclusive  
feature, six hit tunes for 25c, is the reason.  
It's the first new revenue-increasing  
idea in coin phonographs in years!

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Are you receiving the free magazine with these features:

1. Phonograph articles
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3. Record reviews
4. Coin machine stories

Write for your copy of *Horizon*. We'll be glad to send it every month without charge.

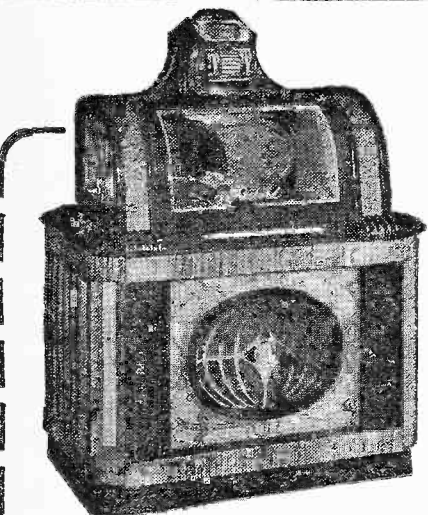
Congratulations from the maker  
of the  
**CABINET**

in . . .



**J. C. WILLIAMS, INC.**  
NORTH KANSAS CITY, MISSOURI

Now it can be told . . . the story of the beautiful blonde cabinet we have been building for AIREON'S BLONDE BOMBSHELL. Congratulations on its exotic beauty. In all our experience making cabinets and store fixtures we have never had a job we enjoyed more.



**OPENING SOON**

**DISTRIBUTORS FOR THE NEW PACKARD**

*Manhattan*

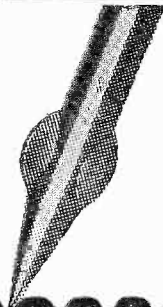
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**MAKE HIGHER JUKE BOX PROFITS WITH "MIRACLE POINT" NEEDLES**

Longer record life—more records played between needle changes—clearer and truer tones—lower over-all needle costs . . . These are benefits you enjoy with "MIRACLE-POINT," the needle with the famous precious metal alloy round tip. Choose MIRACLE POINT for your finest machines . . . Price, 1 to 12, 30c each at your record jobber.



**M. A. GERETT CORP.**

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**USED RECORDS**

Fresh from our juke boxes, all of which use crystal pick-ups. Records carefully examined and carefully packed.

ONLY 9¢ EACH—F. O. B. MEMPHIS.  
Minimum Order 100 Records—Send Check With Order.

**SOUTHERN AMUSEMENT CO.**

628 MADISON, MEMPHIS, TENN.

## New Packard Jobs for Cade, Bolles, Ratliff

INDIANAPOLIS, Aug. 2.—Homer E. Capehart today announced three new appointments on the staff of the Packard Manufacturing Corporation.

Charles L. Cade is new Packard general sales manager. William P. Bolles will take over the role of sales promotion manager and J. F. Ratliff was appointed assistant treasurer and becomes credit and collection manager.

Cade is a graduate of the Wharton School of Finance of the University of Pennsylvania. For many years he was sales manager of the duplicator division of Remington Rand in the Philadelphia district.

### With Phono Association

Cade also served as business manager of the Eastern Pennsylvania Phonograph Operators' Association. He later founded the Cade Distributing Company in Philadelphia where he handled the Packard Pla-Mor line.

The Philadelphian is credited with helping build the membership of the Eastern Pennsylvania ops' association and adding stature to the industry thru a public relations program. As a result of this public relations program, the Philly juke box industry received favorable attention in the city's newspapers, particularly in connection with the association's donation of equipment to teen-age centers, USO centers and hospitals.

During that time, Cade started the association's cigarette fund to send free smokes to men and women sta-

tioned with the U. S. armed forces overseas.

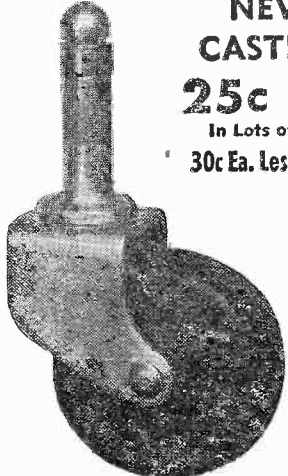
Cade also had distributing interests in Baltimore which he sold when he established the Philadelphia Cade Distributing Company. He recently predicted a continuing juke business boom discounting any rumors of threats to the industry from new developments in radio and television. (*The Billboard*, August 2.)

Capehart said that Cade intends to make his home in Indianapolis immediately, moving there with his wife and three children.

Bolles, new sales promotion manager, was formerly connected with the Rudolph Wurlitzer Company at their North Tonawanda, N. Y., division. He is a former resident of Indianapolis, having been connected with the Holcomb & Hoke Manufacturing Company here for a period of some 16 years.

Capehart stated that T. J. Hicklin will continue as assistant general sales manager.

**NEW CASTERS**  
**25c Ea.**  
In Lots of 100  
**30c Ea. Less Than 100**



Standard Size  
2" Hard Rubber Wheel  
Steel Shank  
Brass Retaining Ring  
25% req. with order.

**JACK NELSON JR. & CO.**  
2320 Milwaukee Ave. CHICAGO, ILL.

## Aireon Distrib To Eliminate Virginia Office

RICHMOND, Va., Aug. 2.—M. E. (Ted) Snearly, of the R. & S. Sales Company here, announced this week that the Richmond office of the firm, which distributes for the Aireon Manufacturing Corporation, will be closed after August 1.

R. & S. has another office in Marietta, O. The ill health of D. R. Rose, who was in charge of the Ohio office, makes it necessary for Snearly to close the Richmond outlet.

After August 1, all distribution of parts, and sales and supplies will be handled from Marietta.

Despite this change, the R. & S. Company will continue to cover the same territory for Aireon—Virginia, West Virginia, Eastern Kentucky, Eastern Tennessee and Southeastern Ohio. The firm will be represented on the road by Kenneth Forshey.

## Cincinnati Phono Op Group Holds Special Meet on Ordinance

CINCINNATI, August 2.—Special board meeting of the Automatic Phonograph Owners' Association of Cincinnati was held in the association offices here July 29.

Attending were Sam Chester, president; Charles Kanter, secretary-treasurer; Harry Hester, vice-president; Ray Bigner, Nat Bartfield, John Nicholas and Bill Harriss.

Same date a special meeting of the committee to discuss proposed city juke ordinance was held. Attending were Sam Chester, Ray Bigner, Nat Bartfield, John Nicholas, Charles Kanter, Harry Hester and Joe Weinberger, chairman. Also in attendance were Max Callison, of the Capitol Record Company, and Lawrence Kane and Allen Brown, association legal counsel.

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7026 LEXINGTON AVENUE  
CLEVELAND 3, OHIO

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**PERSONAL MUSIC**



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**Plastic Selector Buttons**  
For 1939 ROCK-OLAS

Full Set 21 Buttons . . . . . \$8.95  
Lots of 10 Sets or More . . . . . 7.95

**UNITED AMUSEMENT CO.**  
310 S. Alamo C. 1431 San Antonio, Texas

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 30)

5	13.	PEG O' MY HEART	Clark Dennis	Capitol 346—ASCAP
14	2	I NEVER KNEW	Sam Donahue (Bill Lockwood)	Capitol 405—ASCAP
1	15.	THAT'S MY DE-SIRE	Woody Herman (The Four Chips)	Columbia 37329—ASCAP

Coming Up

CHI-BABA, CHI-BABA ..... The Charioteers .. Columbia 37384—ASCAP

RECORD REVIEWS

(Continued from page 34)

MILT PAGE AND THE BOBSTERS (Mar-kee 1000 and 1002)

*Haven't Any Blues*—FT; V.  
*Old Devil Moon*—FT; V.  
*No More Love for Me*—FT; V.  
*One Little, Two Little*—FT; V.

New label makes its bow with the lusty baritone of Milt Page, who displays fine sense of lyric projection and full voice to carry the melodic theme. The Milt Page Trio (piano, guitar, bass) assisting, Page sings it convincingly for the slow blues torch, *Haven't Any Blues*, with the sustained harmonies of the Bobsters supporting him for the mated rhythm ballad, *No More Love for Me*. Carrying on with the Bobsters, sings it full and bright for *Old Devil Moon* show

ballad and for a bouncy *One Little, Two Little* rhythm ditty on the mated side. Song material and the selling all in high order and all conforming entirely to the straightforward commercial pattern.

Will take tune popularity to give the spinning any measure of coin meaning.

DELTA RHYTHM BOYS (Victor 20-2365)

*Every So Often*—FT; V.  
*My Future Just Passed*—FT; V.

With Frank Comstock's subdued music giving added polish to the vocal blend of the Delta Rhythm Boys, the spinning of both of these slow ballads makes for easy and pleasant listening. Solo bary voice carries the lead, framed by the sustained harmonies of the others who blend their voices in lyrical harmony to carry out the chanting. Both attractive ballad melodies, *Every So Often* is a Johnny Mercer-Harry Warren possibility of current vintage with *My Future Just Passed*, taken out of yesteryear's books.

Both sides satisfy when the phono fans seek out the singing of the Delta Rhythm Boys.

THE CHARIOTEERS (Columbia 37546)

*You're Breaking in a New Heart*—FT; V.  
*I Miss You So*—FT; V.

The tenor lead, with wide range that reaches into the soprano register, topping the sustained harmonies of the closely-knit Charioteers, brings a load of lyrical charm to both of these slow and sentimental ballads. Moreover, there are pert rhythmic phrasings in their lyrical blend as they sing it in unison to carry out the *New Heart* melody with a lift and to embellish the solo singing for *I Miss You So*. Mitchell Ayres, directing a small band, sustains a fine rhythmic flow for the singing with clarinet and trumpet bridging the singing stanzas.

Nothing less than both sides will suffice for the Charioteers fans.

THE SONG SPINNERS (Spinna 1001)

*Cool Water*—FT; V.  
*How Many Biscuits?*

After a long career of assisting the solo song sellers on the spinning sides, the Song Spinners, mixed rhythm harmony four, step out on their own with a record label of their own. Their voices finely knit and singing in spirited style along full lines, the Spinners carry it smoothly all the way at a moderate tempo for Bob Nolan's ballad of the wide open spaces, *Cool Water*. And to better effect at a more peppery beat for a cute and catchy outdoor novelty, *How Many Biscuits?* Piano, guitar and bass sustain a steady rhythmic beat for the singing with the guit' man getting in some fancy pickings for the *Biscuit* bit.

*How Many Biscuits?* should have coin appeal at the hillbilly locations.

FRANK ZAJC (Continental C-1211)

*Village Tavern Polka*—FT.  
*Jolly Lumberjack Polka*—FT.

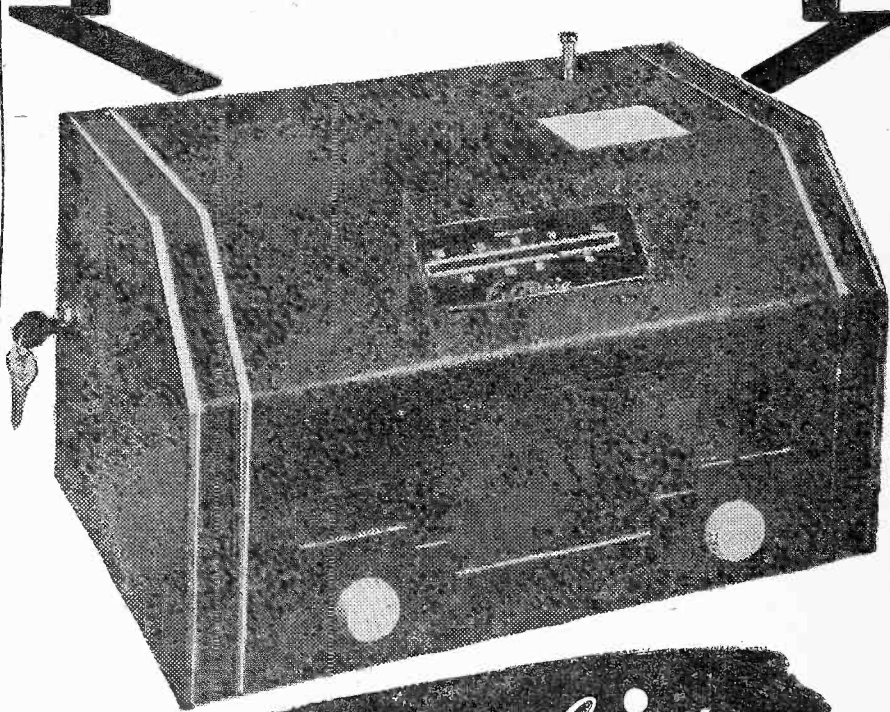
Rote and repetitious polka playing on the part of a mediocre combination that takes in piano, accordion, banjo and bass. Nor are the melodies gay or tuneful.

Polka fans can find better too easily to spend any coins on these.

(Continued on page 133)

AMERICA'S BEST BUY\*

- BIGGEST PROFITS
- SMALL INVESTMENT
- LIFETIME INCOME



Columbia  
 COIN OPERATED  
 RADIOS

ESPECIALLY ENGINEERED FOR COIN OPERATION

\*"America's best buy," that's the greeting all our operators and distributors give us when we discuss Rod's Columbia Coin Operated Radio . . . in construction, performance and tone quality they are the most outstanding sets on the market today . . . designed for hotels, motels, hospitals, clubrooms, etc.—especially engineered for coin operation (not converted radios). They're the answer to big repeat profits at a very small investment.

NOTE:

Special hospital model with Telex under-pillow speaker attachment, currently being used by U. S. Army hospitals.

OPERATOR'S PRICE

AC Model (Fed. Tax Inc.) \$49.95

ORDER TODAY

- Modern designed 18-gauge oversize metal cabinet (16"x9"x9"), tamper-proof, can be securely mounted on wall or table.
- Crackle finish, choice of colors, with chrome trims.
- 6-Tube Superheterodyne, including Rectifier.
- RCA and Hazeltine Licensed.
- Adjustable Volume Control, preset by operator.
- Available in AC or DC models.
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Sold Through Distributors  
 SEVERAL CHOICE TERRITORIES OPEN  
 Operators, Write or Wire for Additional Literature and Nearest Distributor  
 Phone: Superior 2398

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COLUMBIAN PRODUCTS CO.

321 W. DIVISION ST.

CHICAGO 10, ILLINOIS



Why? It has a much longer needle life than ever before achieved and the true-economy is easy on the pocket-book. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs . . . because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

JENSEN INDUSTRIES, INC.

329 S. Wood St., Chicago 12, Ill.

National Distribution

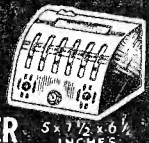
Jobber's Name on Request

IT'S MAGIC MUSIC

Telephone Music Box

for

BOOTH or COUNTER



Write Now for Complete Story

MODERN MUSIC, INC.

PLAZA STATION BOX 8111 KANSAS CITY, MO.

# "Music Menu" Special Radio For Eateries

L. A. Firm Manufacturer

LOS ANGELES, Aug. 2.—Entering the coin-operated radio field, a local firm has announced the manufacture of "Music Menu," designed primarily for restaurants, cafes, snack bars and drugstores. The set, playing from one minute to two hours, depending upon the 1-cent to 25-cent coin setting, is designed to afford patrons their favorite radio program during meal times.

Music Menu, Inc., manufacturers of the set, are issuing the coin radio in a die-formed aluminum cabinet trimmed with chrome steel and red plastic, with smoked pearl Hammer-tone baked enamel finish. The set, 12½ inches wide, 10½ inches high and 6 inches deep, is a six-tube RCA licensed chassis.

The radios are equipped with a two cylinder tube lock and a slug rejector. An electric credit unit makes it possible to accept up to 24 coins at once and an electric coin counter maintains an actual coin record. Hayden Synchronous timing motor controls are used. Sets are equipped with standard radio tubes, Hi-Q coils, built-in master volume control and standard external volume control. Operation is on 110-volt A.C., 60 cycle, with broadcast reception from 540 to 1700 kilocycles. Sets which are also available for 50 cycle, have built-in table lamps.

## Silverman Invents Phono Disk Vender

DENVER, Aug. 2.—A coin-operated vending machine to dispense phono-graph records has been invented by H. P. Silverman, owner of the Harmony Record Shop here. Silverman made application for patents on the record vender in April, 1946, listing nine claims, and he is currently seeking a manufacturer to build the merchandise unit.

Vender sits on a 24 by 20-inch base, and the disks to be vended are stored in a magazine which is divided into as many sections as is desired, each section containing copies of a particular tune. Customer, who desires to make a purchase, turns a handle to bring the indicator and delivery tray up or down to the compartment which contains the record he wishes to purchase. Contents of each section of the container are marked on the front.

Once the indicator and delivery tray are fixed in position, customer inserts his coins (the inventor intends to use a quarter slot) which frees a lever. The lever is then shoved away from the customer, toward the back of the machine, which causes a record to be shoved onto the delivery tray for the customer. To complete the operational cycle, a spring sends the lever back to its forward position where it locks until another coin is inserted.

Provision has been made to return the coin and lock the lever if the customer should deposit coins for a record which has been sold out.

To get around the change problem, Silverman says he believes the packaged record could be "pennied" in much the same way that cigarette vending operators penny a pack of cigarettes with the correct change.

## ADVANCE RECORD RELEASES

### FOLK

(Continued from page 36)

- CRYIN' IN VAIN ..... Tommy Sosebee (The Crossroads Gang) (THAT GOSPEL) ..... Apollo 160
- FAT GAL ..... Merle Travis (MERLE'S BOOGIE) ..... Capitol Americana 40026
- GREEN GROW THE LILACS ..... Johnnie Lee Wills and His Boys (THE QUEEN) ..... Decca 46064
- GOTTA GET TO OKLAHOMA CITY.. Smiley Wilson (The Crossroads Gang) (MY RANCHO) ..... Apollo 159
- HANG MY HEAD AND CRY ..... Riley Shepard (THAT AIN'T) ..... Signature 1023
- I DON'T KNOW WHERE TO GO BUT I'M GOIN' ..... Johnny Tyler (The Riders of the Rio Grande) (BEHIND THE) Victor 20-2368
- I HEAR YOU KNOCKIN' ..... Pee Wee King and His Golden West Cowboys (TEN GALLON) ..... Victor 20-2366
- I JUST DROPPED IN TO SAY GOOD-BYE ..... Jimmie Davis (YOU WON'T) ..Decca 46066
- I NEVER SEE MY BABY ALONE ... Smilin' Eddie Hill-Tennessee Mountain Boys (THE LITTLE) ..... Apollo 158
- IT'S TOO LATE FOR TEARS ..... Wally Fowler and His Georgia Clodhoppers (UNLOCK THE) ..... Capitol Americana 40027
- LET'S GO SPARKIN' ..... Eddie Dean and His Boys (ON THE) ..... Majestic 11019
- MEAN, MEAN, MAMA ..... Karl and Hartly (MERCY ON) ..... Columbia 37802
- MERLE'S BOOGIE WOOGIE ..... Merle Travis (FAT GAL) ..... Capitol Americana 40026
- MERCY ON YOUR SOUL ..... Karl and Hartly (MEAN, MEAN) ..... Columbia 37802
- MY RANCH IN CALIFORNIA ..... Smiley Wilson (The Crossroads Gang) (GOTTA GET) ..... Apollo 159
- NOBODY'S WAITING FOR ME ... Nora Martin (CARELESS SWEET-HEART) ..... Decca 46067
- ON THE BANKS OF THE SUNNY SAN JUAN ..... Eddie Dean and His Boys (LET'S GO) ..... Majestic 11019
- PAPER BOY ..... Johnny-Jack-The Tennessee Mountain Boys (THIS IS) ..... Apollo 154
- PRETTY MAMA BOOGIE ..... Milo Twins (COO SEE) ..... Capitol Americana 40030
- SPADELLA ..... Spade Cooley Ork (YOU NEVER) ..... Columbia 37585
- THE QUEEN OF SAN JOAQUIN ... Johnnie Lee Wills and His Boys (GREEN GROW) ..... Decca 46064
- TEN GALLON BOOGIE ..... Pee Wee King and His Golden West Cowboys (Redd Stewart) (I HEAR) ..... Victor 20-2366
- THAT AIN'T RIGHT ..... Riley Shepard (HANG MY) ..... Signature 1023
- THAT GOSPEL TRAIN IS COMIN'.. Tommy Sosebee (The Crossroads Gang) (CRYIN' IN) ..... Apollo 160
- THE LITTLE SHIRT MY MOMMY MADE ME ..... Smilin' Eddie Hill-Tennessee Mountain Boys (I NEVER) ..... Apollo 158
- THE MAN WHO COULDN'T WALK AROUND ..... Josh White (APPLES, PEACHES) ..... Apollo 157
- THIS IS THE END ..... Johnny-Jack-The Tennessee Mountain Boys (PAPER BOY) ..... Apollo 154
- UNLOCK THE DOOR ..... Wally Fowler and His Georgia Clodhoppers (IT'S TOO) ..... Capitol Americana 40027
- WHAT DO I CARE ..... Smiley Wilson (The Crossroads Gang) (YOU CALL) ..... Apollo 161
- YOU CALL EVERYBODY DARLING. Smiley Wilson (The Crossroads Gang) (WHAT DO) ..... Apollo 161
- YOU NEVER MISS THE WATER (Till the Wells Run Dry) ..... Spade Cooley Ork (SPADELLA) Decca 37525
- YOU WON'T BE SATISFIED THAT WAY ..... Jimmie Davis (I JUST) ..... Decca 46066

\*Re-issue.

\*\*Replaces TWILIGHT MELODIES ALBUM, Majestic M-19, listed in 6/7/44 issue.

### RACE

- ADAM BLEW HIS HAT ..... Lionel Hampton (REMINISCING MOOD) ..... Decca 24105
- BOOGIE WOOGIE BLUE PLATE... Louis Jordan (SURE HAD) ..... Decca 24104
- EBONY RHAPSODY ..... Rosetta Howard (Big Three Trio) (WHEN I) ..... Columbia 37573
- GLOOMY SUNDAY ..... Luis Russell Ork (Lee Richardson) (I'VE BEEN) ..... Apollo 1071
- I WONDER WHERE OUR LOVE HAS GONE ..... Buddy Johnson Ork (YOU'LL GET) ..... Decca 48040
- I'VE BEEN A FOOL AGAIN ..... Luis Russell (Lee Richardson) (GLOOMY SUNDAY) ..... Apollo 1071
- REMINISCING MOOD ..... Lionel Hampton (ADAM BLEW) ..... Decca 24105
- SURE HAD A WONDERFUL TIME .. Louis Jordan (BOOGIE WOOGIE) ..... Decca 24104
- WHEN I BEEN DRINKING ..... Rosetta Howard (Big Three Trio) (EBONY RHAPSODY) ..... Columbia 37573
- YOU'LL GET THEM BLUES ..... Buddy Johnson Ork (I WONDER) ..... Decca 48040

### HOT JAZZ

- AM I BLUE? ..... Billie Holiday Ork (Billie Holiday) (LONG GONE) ..... Columbia 37586
- LOUIS ARMSTRONG AND HIS HOT FIVE, VOLUME II ALBUM..... Louis Armstrong Hot Five ..... Columbia C-139
- Got No Blues..... Columbia 37536
- I'm Not Rough (Louis Armstrong)..... Columbia 37536
- Once in a While..... Columbia 37535
- Ory's Creole Trombone..... Columbia 37534
- Put 'Em Down Blues (Louis Armstrong)..... Columbia 37537
- Savoy Blues ..... Columbia 37535
- Struttin' With Some Barbecue..... Columbia 37534
- The Last Time (Louis Armstrong)..... Columbia 37534
- BOP'N BOOGIE ..... Will Bradley Ork (LONELY MOMENTS) ..... Signature 15134
- CHUBERRY JAM ..... Chu Berry and His Stompy Stevedores (MAELSTROM) ..... Columbia 37571
- FIVE O'CLOCK DRAG ..... Jimmy Jones Quintet (NEW WORLD) ..... Wax 103
- HAPPY BLUES ..... The Hollywood Hucksters (Benny Goodman-Stan Kenton) (THEM THERE) ..... Capitol Americana 40022
- I'M IN THE MOOD FOR LOVE ..... Vivien Garry Quintet (OPERATION MOP) ..... Victor 20-2352
- IT'S YOU, YOU SEE ..... Willie Anderson Trio (Kenneth "Pancho" Hagood) (SQUEEZE ME) ..... Jamboree 911
- LONELY MOMENTS ..... Will Bradley Ork (BOP'N BOOGIE) ..... Signature 15134
- LONG GONE BLUES ..... Billie Holiday Ork (Billie Holiday) (AM I) ..... Columbia 37586
- MAELSTROM ..... Chu Berry and His Stompy Stevedores (CHUBERRY JAM) ..... Columbia 37571
- NEW WORLD A'COMING ..... Jimmy Jones-John Levy-Denzil Best (FIVE O'CLOCK) ..... Wax 103
- OPERATION MOP ..... Vivien Garry Quintet (I'M IN) ..... Victor 20-2352

(Continued on opposite page)

# MAPE'S BETTER BUYS!

**Save Record Wear**  
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For all Seeburg Phonographs

- Tone Arm and Crystal
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- SEEBURG Wallomatics, 5¢, 3-Wire 22.50
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CLASSICAL AND SEMI-CLASSICAL

(Continued from opposite page)

- FRANCK: PSYCHE & LE CHASSEUR Chicago Symphony Ork-Desire Defauw, MAUDIT ALBUM (4-12") Dir. Victor DM-1122
- HUNGARIAN DANCE NO. 1, IN G Leopold Stokowski-Hollywood Bowl Sym- phony Ork (A MESSAGE) Victor 10-1302
- KOL NIDRE (Eve of Yom Kippur) Richard Tucker-Sholom Secunda Ork & Chorus (ELI, ELI) Columbia 72198-D
- KOSTELANETZ FAVORITES AL- BUM (4-12") Andre Kostelanetz Columbia M-MM-681
- In a Monastery Garden Souvenir
- Jalousie The Rosary
- Ritual Dance of Fire The Swan
- Romance Yours Is My Heart Alone
- \* Re-issue.
- LA BOHEME: ACT I (Mi Chiamona Jeanette MacDonald-RCA Victor Ork- Mimi) Frieder Weissmann, Dir. (MADAME BUTTERFLY) Victor 11-9599
- LA ROSITA Alfred Newman Ork (POLONAISE IN) Majestic 1159
- LOCH LOMOND Thomas L. Thomas (Jacob Hanneman) (BENDEMEER'S STREAM) Victor 10-1301
- MADAM BUTTERFLY: ACT II (Un Jeanette MacDonald-RCA Victor Ork- Bel Di Vedremo) Frieder Weissmann, Dir. (LA BO- HEME) Victor 11-9599
- MENDELSSOHN: ELIJAH-O REST Kathleen Ferrier-Boyd Neel String Ork- IN THE LORD (12") Boyd Neel, Dir. (MENDELSSOHN: ELIJAH) Decca London K-1556
- MENDELSSOHN: ELIJAH-WOE Kathleen Ferrier-Boyd Neel String Ork- UNTO THEM (12") Boyd Neel, Dir. (MENDELSSOHN: ELIJAH) Decca London K-1556
- MODERN VIOLIN TRANSCRIP- TIONS ALBUM (4-10") Jascha Heifetz (Emanuel Bay) Victor M-1126
- Danza de la Gitana Mediterranean
- Etude-Tableau Presto
- Fairy Tale Tango
- La Chevelure from "Trois Chansons de Billitis" Valses nobles et sentimentales
- OH! MEN FROM THE FIELDS Marian Anderson (Franz Rupp) (BRIGHT PHOEBUS) Victor 10-1300
- POLONAISE IN A MAJOR Alfred Newman Ork (LA ROSITA) Majestic 1159
- RAVEL: DAPHNIS AND CHLORE SUITES, Nos. 1 and 2 ALBUM Societe Des Concerts Du Conservatoire De Paris Ork-Charles Munch, Dir. Decca London EDA 29
- SCHUMAN: SYMPHONY No. 4 IN D MINOR, Op. 120 ALBUM (3-12") Cincinnati Symphony Ork-Eugene Goos- sens, Dir. Victor DM-1124
- SHOSTAKOVICH: SYMPHONY NO. 9 ALBUM (3-12") Boston Symphony Ork-Serge Koussevitzky, Dir. Victor DM-1134
- RICHARD STRAUSS: LE BOUR- GEOIS GENTILHOMME-SUITE, Op. 60 ALBUM Pittsburgh Symphony Ork (Fritz Reiner, Dir.) Columbia M-MM-693
- JOSEF STRAUSS: MUSIC OF THE SPHERES-WALTZ, Op. 235 The Cleveland Ork-Erich Leinsdorf, Dir. Columbia 12579-F
- STRAVINSKY: THE FIREBIRD- SUITE ALBUM (3-12") The London Philharmonic Ork-Ernest An- sermet, Dir. Decca London EDA 30
- GLADYS SWARTHOUT SINGS AL- BUM (3-10") Gladys Swarthout (Russ Case Ork) Victor M-1127
- Falling in Love With Love September Song
- I'll Remember April The Lovely Song My Heart Is Singing
- In the Still of the Night You're Everywhere
- TAMBOURIN CHINOIS Alfred Newman Ork (ALT WIEN) Majestic 1158
- TCHAIKOWSKY: MARCHE SLAVE, Op. 31 (12") National Symphony Ork-Anatole Fistou- lari, Dir. Decca London K-1262
- THE STUDENT PRINCE ALBUM Glen Burris-Genevieve Rowe (Paul Baron Ork) Majestic MZ-4
- Deep in My Heart, Dear Majestic 1148
- Drinking Song Majestic 1147
- Golden Days Majestic 1147
- Just We Two Majestic 1149
- Serenade Majestic 1148
- (a) To The Inn We're Marching; (b) Gaudeamus; (c) Come Boys... Majestic 1149
- VERDI: LA TRAVIATA ALBUM (15-12") Adriana Guerrini-Maria Huder-Luigi In- fantino-Paolo Silveri-Adelio Zagonara- Gino Conti-Paolo Rakowsky-Carlo Pla- tania-Blando Cuisti-Rome Opera House Ork-Vincenzo Bellezza, Dir. Columbia Op-Mop-25
- WEBER: DER FREISCHUTZ-OVER- LONDON Philharmonic Ork-Erich Leinsdorf, TURE (12") Dir. Decca London K-1589

INTERNATIONAL

- ALOHA AND GOODNIGHT Bernie Kaai and His Hawaiians (KUU AINA) Majestic 7255
- A MAMES HARTZ Chaim Towber (NOCH EIN) De Luxe 1086
- DER SHADCHEN Jacob Zanger (VIE HALT) Sun 1058
- DJONKOYA Ben-Zion Witler (WARSAW) Sun 1055
- ESSEN, PARTS I & II Billy Hodes (Ray Carter's Catskill Cow- boys) Carnival C-5000
- FREG MICH NIT Vera Rozanka (TSIGELE) Sun 140
- \*\*CUCKOO WALTZ Plehal Brothers (SPRINGTIME POLKA) Decca 45008
- HAWAIIAN MELODIES ALBUM Harry Owens Royal Hawaiians Columbia C-141
- Aloha Oe (Gil Mershon Trio) Columbia 37522
- Hawaii Will Be Paradise Once More (Gil Mershon) Columbia 37549
- Hilo Hattie (Hilo Hattie) Columbia 37549
- Princess Poo-Poo-Ly (Hilo Hattie) Columbia 37550
- Sing Me a Song of the Islands (Gil Mershon) Columbia 37550
- Song of the Mynah Bird (Gil Mershon) Columbia 37552
- The Cockeyed Mayor of Kaunakakai (Hilo Hattie) Columbia 37551
- Ua Like No a Like (Eddie Bush) Columbia 37551
- JOSEL DER KLESMER Michal Michalesko (MEIDELACH SHEININKE) Sun 1060
- KUU AINA ALOHA Bernie Kaai and His Hawaiians (ALOHA AND) Majestic 7255
- MARLENE DIETRICH SINGS AL- MARLENE Dietrich (Peter Kreuder) BUM (3-10") Vox VSP-304
- Allein; In Einer Grossen Stadt Mein Blondes Baby
- Ja, So Bin Ich Peter
- Jonny Wo Ist Der Mann
- MEIDELACH SHEININKE Michael Michalesko (JOSEL DER) Sun 1060
- M'ET TANTZEN IN DIE GASSEN Michal Michalesko (SHIR HASHIRIM) Sun 1061
- NA SHTO MENYA (Why, Oh Mother) Vera Rozanka (VIUT VIETRY) Sun 141
- NOCH EIN TANZ Chaim Towber (A MAMES) De Luxe 1086
- PRAVEN A CHASENE Ben-Zion Witler (RIVKELE) Sun 1056
- RENDEZVOUS WALTZ Frankie Yankovic and His Yanks (STRA- BANE POLKA) Columbia 12339-F
- RIVKELE Ben-Zion Witler (PRAVEN A) Sun 1056
- SHIR HASHIRIM Michal Michalesko (M'ET TANTZEN) Sun 1061
- \*\*SPRINGTIME POLKA Plehal Brothers (CUCKOO WALTZ) Decca 45009
- \* Also in album.
- \*\* Reissue.

New Recording Tape In Production by Minnesota M&M Co.

ST. PAUL, Aug. 2.—Minnesota Mining & Manufacturing Company here announced Wednesday (30) that it was bringing out a sound sensitive paper tape for sound recording use. Firm's move takes it into the expanding wire and tape recording industry. Minnesota Mining is a licensee of the Armour Research Foundation, Chicago, which developed the first practical wire recorder in the late 1930's. According to W. L. McKnight, president of the St. Paul company, its tape has "about twice the sound range of the average home phono- graph and the same paper roll may be used either as a permanent record or as a temporary record, able to stand repeated erasings and re- recordings."

Description

A coating of thousands of micro- scopic magnets on one side of the tape carries the sound recording.

When the microphone generates elec- trical impulses the magnets form pat- terns representing the sounds being recorded. Coming in 1,200-foot lengths on plastic reels, the maxi- mum running time of each reel is a half hour. The paper tape is being introduced as "scotch sound recording tape," and is used with a special table-top size machine which doubles as a recorder and a player. It is easily mended with transparent tape without interfering noticeably with the sound, McKnight said. This makes it possible to edit and repair reels of the tape, he added

Also no actual wire recorder juke is known to be in operation or preparation at this moment, possible application of the wire or tape sys- tem to commercial jukeboxes is a possible eventuality.

Before the widespread use of wire or tape jukeboxes, however, record firms will have to offer a selection of popu- lar artists on the new medium so that a variety of numbers are avail- able. Along the latter line, major disk pressers have lately evidenced "serious interest" in the record- ing to Armour spokesmen.

**FINE WORKMANSHIP**

is our contribution to...

Aireon's **Blonde Bombshell** says...

**GENERAL MARINE CO., ST. JOSEPH, MO.**

**SPEED LINER BOATS**

"Into the parts we supply for the BLONDE BOMBSHELL goes the same skilled work- manship we put into our finest SPEED LINER boats. Congratulations on your beautiful, sales-winning product."

THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE

The "Manhattan"

By PACKARD

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.

**Chicago:**

Visitors at the Bally Manufacturing Company last week included Joe Abraham, Lake City Amusement Company, Cleveland. Herb Jones, of Bally, is in Maine enjoying a two-week vacation. . . . Bert Davidson, sales manager for Filben, is in South Shore Hospital with pneumonia which struck him suddenly. . . . Genco Manufacturing & Sales Company is now reaching full production on its game, Honey, Bernard Gould reports. Bernard says no vacation for him this summer, hot weather or not; perhaps this winter will offer an opportunity for one, he hopes. . . . Coin Machine Service welcomed callers in the persons of Frank Banister, of Banister & Banister, Indianapolis; Elmer Larsen, also from Indianapolis; George Olendorf, Freeport, Ill., and Vince Schwenoha, Lincoln, Ill.

H. F. Burt, Silver-King Corporation, says their Grip-Vue game is now being turned out in aluminum cabinets; mass production of the game will come with use of wood or other material for cabinets. Adolph Theis, Silver-King vice-president, is right behind Burt when latter states production is way up on firm's nut and gum machines. . . . Brothers Al and Fred Schechter, partners heading Howard Machine Products Company, have acquired distributorships for a coin typewriter; Houradio, a coin-operated set, and miscellaneous lines designed for operator use. Firm was started in February last year.

Gordon Sutton says that his head bookkeeper, Louella Hanks, changed her last name August 2. She was married that date and is taking a two-week honeymoon before returning to her desk at Illinois Simplex Distributing Company. Gordon flew to Cross Lake, Minn., recently for a bit of fishing. . . . Mid-State Company's Bruno Kosek and his wife, Ann, celebrated their 10th wedding anniversary July 27. The Kosek's three children, Kenny, Nancy and Jimmy, helped the party along.

Joe Kaden, of Kandy Kit Company, firm operating numbers of candy venders in industrial locations, is preparing to market a new candy carrying case for operators. Kaden says his own firm has tried the case for some time now and finds it very helpful. . . . Coven Distributing Company's roadmen Bob Schaefer and Ed Wikoff were out plugging the Bally Eureka game last week; Schaefer in Illinois and Wisconsin, and Wikoff thruout Indiana. Coven bookkeeper Mack Brier is on vacation this week. Ben reports that altho most operators are in the (See CHICAGO on page 124)

**Detroit:**

Raymond Rei and Joseph F. Aldegrehti are forming a partnership as Panoram Movies, operating from the West Side suburb of Dearborn. . . . Harry Orlovski, partner in the Welcom Amusement Company, is better known to his friends in the trade under his nickname of Rummy. . . . John Dobranich, of Zora Recording Company, who has just built a new building, is planning to resume production of his Serbian and Croatian specialties in the fall.

Eugene C. (Jimmie) James, music union leader, has been spending much of his time up State on organizing activities. . . . Morris Goldman, Michigan Automatic Phonograph Owners (MAPOA) president, reports the new Coin Co-Operative Corporation will not start activity at present. . . . Jack Kirschner, of Jack's Music, is spending a lengthy vacation at Sleepy Hollow. . . . Sidney Ketchum, of Morris Music Company, is visiting relatives in Northern Minnesota.

Glynn Payne is doubling in the music business—besides his own route he's a salesman for Atlas Music, Seeburg distributors. . . . Louis S. Axelrod and Abraham Kadushin, who formerly operated as the GI (See DETROIT on page 125)

**COINMEN YOU KNOW****Los Angeles:**

Neal Voorhies to Barstow, Calif., to operate the music machine route of the late Ray Smith for Mrs. Smith. . . . Al Silberman, of Adams-Fairfax Corporation, is in Norfolk and is heading into the New England States in the interest of cash trays and other products handled by A-F. . . . C. J. Favreau mulling over the idea of expanding his beverage vending business. . . . Elky Ray, of Gold Coast, reports that he is specializing in arcade equipment and has succeeded in placing a number of machines in miniature golf courses. . . . Paul Blair's Zodi is going like a house afire at Barney Fishman's Sportland on the Pier at Ocean Park.

Jean Van Berg is the new secretary at Sicking Distributors, replacing Vera Torres King. . . . Jack Ryan, also of Sicking, has finally completed the patio at his new home. Ryan said that building a home is no breeze. . . . Charlie Fulcher, of Mills Sales, making a swing around the San Diego territory. Art Bouterious, general manager of Mills Sales, Oakland, a Los Angeles visitor, coming here after a business trip over Las Vegas way. . . . Charlie Robinson, of C. A. Robinson Company, still on the road, hitting San Francisco and towns in Nevada. . . . Lee Bergstrom and Larry Mead, the latter of Belda Records, have opened on West Pico and are handling Vitacoustic as well as Van Es and Belda Records.

Danny Jackson and Sammy Donnin, both of Automatic Games, back from Las Vegas where they attended the opening of Club Bingo. . . . George Muroka, mechanic for Sicking Distributing, honeymooning in Las Vegas. . . . Kenneth Bevan, of Melody Time, the coin-operated radio that combines radio and intercom, actively engaged in an export transaction. . . . Bill Wolf, of M. S. Wolf Distributing Company, returned from a business trip up San Francisco way. . . . Fred McClelland, who has been in the coin machine business for a number of years, having been interested in the Pacific Manufacturing Company, makers of the Contact, in the city (See LOS ANGELES on page 126)

**New Orleans:**

Dixie Coin Machine Company has been appointed Louisiana-Mississippi distributors for vending machines manufactured by Adams-Fairfax Corporation. First shipment of Cash Tray salted almond venders is expected any day now. The firm processes its own almonds. Dixie will also handle gum, peanut, and cigarette machines made by the company. Joe Valenti will head the new vending department, as well as pinball repairing.

Al Silberman, general sales manager for Adams-Fairfax, who was formerly with Rock-Ola and Williams Manufacturing, was calling on Julius (Papa) Pace at Dixie Coin. Pace has been appointed regional chairman for the Damon Runyon Fund against cancer. Practically all pinball games in the State within two weeks should carry the sticker. "This machine is working for the Damon Runyon Cancer Fund," Pace said.

Visiting his family in Cincinnati and Detroit was Jack Robinson, of Robinson Distributing Company, distributors here for Keeney and Chicago Coin.

First showings of Packard Manufacturing Company's new Manhattan model was held here recently in the Jung Hotel suite of Harry Drollinger, regional manager from Dallas. Villars Music Company has delivered the (See NEW ORLEANS on opp. page)

**Indianapolis:**

Richard Wagner, salesman for the Brandt Distributing Company, distributors for Wurlitzer phonographs, returned from a sales trip in Southern Indiana, Kentucky and Illinois. . . . Robert Moss, mechanic at Brandt, is vacationing in Chicago. . . . Hal Daily, collector for Janes Music Company, has gone to Wisconsin on a fishing trip. . . . Doc Shry, Anderson, Ind., a pioneer in the juke box industry, visited coin row on business.

Harry Graham, former manager of the Indiana Music Corporation branch, distributors for Aircon phonographs, has resigned. Dan Brennan, district sales manager, will be acting manager until the position is filled. Wayne Trout, service man at Indiana, is the father of a boy. . . . Mrs. O. D. Swartz, Ace Music Company, New Carlisle, Ind., will carry on her husband's business. He passed away recently. . . . Emil Harmenson, is the new bookkeeper at Indiana Music Corporation.

Robert Swering, Northern Automatic Music Company, Logansport, Ind., has fully recovered after being held up and badly beaten. He was confined to a local hospital for several weeks. . . . Doyle Atkins, Frankfort operator, visited coin row on business. . . . George Morgan, Peru, Ind., is devoting most of his time to road shows. . . . Sol Silvers, Silvers Music Company, South Bend, Ind., was a visitor this week. Messrs. Dunken and Southworth, Anderson, Ind., were also coin row visitors.

Peter Stone, Indiana Automatic Music Company, distributors for Rock-Ola phonographs, spent the week calling on operators in Oakland City, Evansville and Southern Indiana. . . . The Miller boys, Jack and Jim, of the Miller Music Company, Columbus, Ind., inspecting new equipment and buying new parts. . . . H. R. Nash, Ft. Wayne, manager for Rock-Ola phonographs, subsidiary of the Indiana Automatic Music Company, has moved to 1521 Walls Street.

Eyster Music Company officials, Terre Haute, visited coin row, inspecting new equipment and buying some. . . . Dan Brennan, Aircon district sales manager, reports the first allotment of Blonde Bombshells has been sold.

**Portland, Ore.:**

Florence Talley, office manager, was quarterbacking operations of the M. S. Wolf Distributing Company branch while Manager Bob Portale was in San Francisco for a recent meeting of Wolf managers. Portale checked the territory on his way back from the convention.

Chet Campbell, pinball department at the S. A. Sedlock Company, recently returned from a clam-digging vacation at the seashore. A. Caplan, in charge of the vending division of the A & B Candy Company, reports ball gum now available in volume. Company is awaiting delivery of new machines to handle Wrigley and Beechnut packages, reflecting further improvement in supplies.

**Rochester, N. Y.:**

Employees of Eastern Sales Company are looking forward to their annual Hole-in-One Tourney to be held August 13 at the Midvale Country Club. They will be guests of John Bilotta and Fred Iverson, of the Rochester juke box firm which annually sponsors the event for their operators.

**New York:**

One of the most interesting promotional ideas in a long time will shortly be announced by the Music Guild of America (MGA). Leroy Stein, executive director of the MGA, is the man behind the idea. Incidentally, MGA's plans to inaugurate a hit-tune-of-the-month program have struck a snag, and the program probably won't be started until fall.

The standing room only sign was hung out early Tuesday morning, July 29, when the Telecoin Caravan opened a two-day stand in Atlanta. Telecoin executives, excited about the tremendous response to the Caravan in Cleveland, Chicago, Dallas, New York and now Atlanta, are already planning the next route. . . . Operators' reactions to the telecoin laundry line in the South indicate the huge potential that type of machine has in that area.

H. F. Dennison, formerly head man of Personal Music Corporation, is about set to break something new in the coin-operated machine field. . . . Nat Cohn, of Modern Music, is on vacation. . . . One of the busiest gents in town these days is Bert Lane, of Atlantic Corporation of New York.

Nat Fast, of Capitol Music, is the father of a son born last week. . . . F. McKim Smith, president of the National Association of Amusement Machine Operators' (NAAMO), is trying to run his Atlantic City arcade and the NAAMO veterans' school at the same time. Miss E. Vaughn, acting executive-secretary of NAAMO, reports the heavy schedule keeps her working day and night.

Harry Berger, West Side Distributing Corporation, has installed a complete new paint spray shop in his firm's headquarters. . . . Dave Lowy, of Dave Lowy & Company, is back in town after a brief vacation. . . . Earl Winters is keeping things humming at Modern Music while Nat Cohn is away.

Al Bloom, Speedway Products, Inc., is considering entering the home juke box selling field in the fall. . . . Nathan Rosenblatt, Miami operator, is visiting in town. . . . Charlie Lichtman, of the New York Distributing Company, reports his business is holding up despite the weather.

Charles Shankman, of the Capitol Projector Corporation, will give instructions on the use of the firm's midget movie machine to the NAAMO veterans' training school. . . . Coney Island operators are looking forward to a lengthy tourist season this year. With the hot weather holding, the arcades report heavy play daily.

Traveling arcade business is also going along at a fast clip these days, according to Mike Munves. Munves says the reports from the traveling units are the best he's heard in many years. . . . Al Blendow, sales man (See NEW YORK on opposite page)

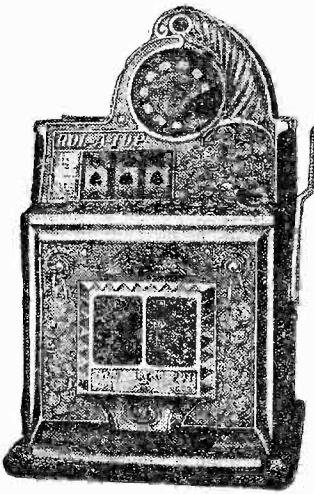
**Cincinnati:**

Mrs. Harry Hester, wife of vice-president of the Automatic Phonograph Owners' Association, has returned home from Deaconess Hospital and is convalescing after a serious operation.

Al Lieberman, of the B. W. Novelty Company, is in New York on a combination vacation-business trip. . . . Milton Cole has returned from a Wisconsin vacation trip.

George Strassel, Diamond Vending Machine Company, is back after a motor trip to the West Coast and points of interest along the way which he enjoyed with his family. . . . Ella Lantry, of the Ohio Specialty Company, plans a 10-day vacation starting about August 9 at Martinsville, Ind.





**OPERATOR'S PRICES**

- 5c ROL-A-TOP BELL ..... \$175.00
- 10c ROL-A-TOP BELL ..... 200.00
- 25c ROL-A-TOP BELL ..... 225.00
- 50c ROL-A-TOP BELL ..... 300.00

The Above Prices are Net F. O. B. Chicago

**WATLING MFG. CO.**

4650 W. Fulton St.  
CHICAGO 44, ILL.  
Est. 1889—Tel.: COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

**MANUFACTURER'S  
TRADE-IN OFFER**

**Obtain a NEW Model B2H  
ACE COIN COUNTER**

Your old machine plus \$25.00 will bring immediate delivery on the NEW IMPROVED, LARGER

**ACE COIN COUNTER**

This Offer Good for 60 Days  
Send in your old model Ace Coin Counter prepaid and we will send a new model C. O. D.

**ACE COIN COUNTING MACHINE CO.**  
3715 N. Southport CHICAGO

**WANTED FOR CASH!  
ROCK-OLA 1939 STANDARDS—  
DELUXES—1940 MASTERS**

Masters must be in the original factory marble-glo finish — no repaint jobs.

All Phonographs must be in operating condition. No broken plastics or burned out motors. We are not interested in junk. State quantity of each model and best cash price.

**NATIONAL COIN Machine Exch.**  
1411-13 Diversey CHICAGO 14  
Phones: Buckingham 6466-6990

**FOR SALE  
SIX PANORAM MACHINES**

In excellent condition, recently overhauled. Have other interest, must unload. Make me an offer. Write or wire

**MAX N. LIPSITZ**  
3 N. Royal Street, Mobile, Alabama

**New York:**

(Continued from opposite page)  
ager of the International Mutoscope Corporation, is busy straightening out the details of a new machine.

Gilbert Engleman suddenly became ill while on a fishing expedition off Moriches, L. I., recently. What had been planned as a pleasant summer week-end wound up with Engleman spending eight days in the hospital fighting off a gall bladder attack. He's now up and around. . . . Al Gilbert is forming the Gilbert Amusement Company.

Visitors in town last week included Charlie Johnson, Hartford, Conn.; Sidney Lotenberg, Westway Vending Company, Washington; George Hoblan, Kingston, N. Y.; Lewis Berger, in the company of Austin O'Toole, in from Loraine, O.; Louis Sokoloff, Peekskill, N. Y., and Eddie Redmond, Arkville, N. Y.

Harold Fishbein, of Anchor Music Company, has announced his engagement. . . . Paul Raisen, of Manor Novelty Company, is commuting to the country week-ends to be with his family. . . . Sol Wohlman, Pan Coast Amusement Company, is working on a new machine.

Samuel Leshin, president of International Vending Corporation, says he will be ready by September for a hotel showing of some new machines. . . . George Seedman, NAMA convention manager, is snowed under with association work. . . . Bob Smith's Victor recording of Where's Sam? has been drawing the play at local jukes.

Sam Seahr, of El Morocco Music Company, left for Canada. . . . Harry Wasserman, who is vacationing north of the border, expects to stop off at the Thousand Islands, at several large Canadian cities and Niagara Falls. . . . Murray Lichtman will join his father, Charles, in the operation of the Hub Distributing Company. Herbert Sacher has been added to Hub's sales staff.

C. M. Jones is installing a new scoring device on his amusement machine. . . . Matty Forbes, Cigarette Merchandising Association manager, has been in and out of town the past few weeks. . . . Frank Clland, of the International Brotherhood of Electrical Workers, has been spending week-ends at Atlantic City with his family.

C. M. Frost, of Frost Vending Machines, Boston, is due in town next week. . . . A. Bernstein, Academy Music Company, has returned from a month in the mountains. . . . Joe Mandell, of Queens-Nassau Automatic Music Company, is back from a dose of the same treatment.

**New Orleans:**

(Continued from opposite page)  
first machine and it is performing at a prominent location on St. Charles Street.

Johnny's Music House is now pushing its record and juke box department on a 1 p.m. radio program over WJBW, according to Sal Anselmo. Best selling disk for the firm now is *Near You* by Francis Craig, a Bullet release, he said. Tony Anselmo, like most other operators in the area, reports the juke and pinball play leaves much to be desired at present.

Melvin Mallory, well known to the coin machine fraternity, reports good business at his new music store, opened a couple of months ago on Canal Street. Called Mallory's Record Shop, the attractive layout is air-conditioned, boasts six individual sound-proof listening booths. Working with Mallory is his brother, Bud Melvin.

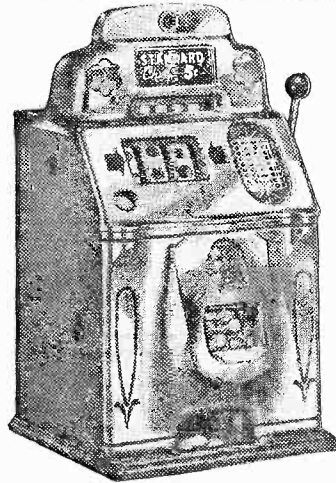
Louisiana Amusement Company, run by a veteran, George E. Gonzales, recently moved to a new location. (See NEW ORLEANS on page 127)

**Look To The GENERAL For LEADERSHIP**

For Delivery Now . . .

**JENNINGS  
STANDARD CHIEF**

All chrome front, precision-built mechanism. Patented chain drive escalator. Exclusive with GENERAL in Md., Del., D. C. and Va.



**Jennings Super Deluxe  
CLUB CHIEF**

All the famous Jennings features plus illuminated panels and gleaming chrome front.

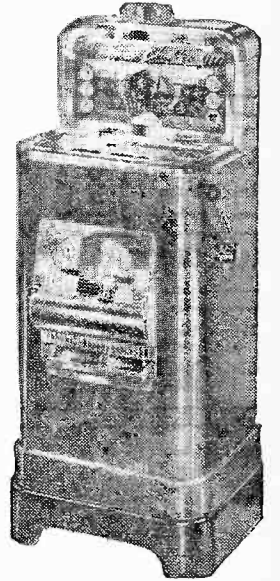
**JENNINGS TWIN-PLAY  
CHALLENGER**

Sensational twin-head console. Has two coin chutes, two jackpots, etc. All mechanical with electrical lite-up. 5c-5c; 5c-10c; 5c-25c.

Terms: One-third deposit with all orders, balance C. O. D.

Established 1925

Growing Steadily Ever Since



**GENERAL Vending Sales Corp.**  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD

**RARE VALUES IN CONSOLES**

Bally Club Bells, Comb. 5c	\$119.50	Bobtail, P.O., 5c	\$ 75.00
Bally Club Bells, Comb. 25c	149.50	Bangtails, J.P., '41, Two-Tone	249.50
Bally Hi Hand, Comb. 5c	119.50	Dominos, J.P., '41, Two-Tone	249.50
Bally Hi Hand, Comb. 25c	149.50	Evans Pacer	199.50
Jenn. Silvermoon, F.P., 5c	69.50	Jumbo, Late Head, P.O., 25c	119.50
Jenn. Silvermoon, F.P., 10c	79.50	Jumbo, Comb. F.P. and P.O., 5c	119.50
Jenn. Silvermoon, F.P., 25c	89.50	Jumbo Parade, F.P. or P.O.	69.50
Watling Big Game, F.P., 5c	69.50	Super Bells, Comb., 5c	119.50
Watling Big Game, F.P., 25c	89.50	Super Bells, Tw. Comb., 5c and 25c	229.50
Buckley Track Odds, D.D.	269.50	Super Bells, Tw., 5c and 5c, P.O.	169.50
Pace Saratoga, 5c	69.50	Super Bells, 3/5c and 1/25c	249.50
Pace Twin Reels, 5c and 25c	149.50	Mills 4 Bells, Orig. Heads, 5c	195.00
Bally Draw Bells	275.00	Keeney Bonus Super Bell, 5c	395.00
Bally DeLuxe Draw Bells	325.00	Keeney Bonus Super Bell, 5c-25c	695.00

**TOPS IN PHONOGRAPHS!**

Wurlitzer 71 Counter	\$140.00	Rock-Ola Super Deluxe	\$250.00
Wurlitzer 51 Counter	100.00	Rock-Ola Counter Lite-Up	140.00
Rock-Ola Imperial 20	150.00	Rock-Ola Ambassador 16	135.00

**WRITE FOR SPECIAL PRICES—**  
BRAND NEW  
PACKARD HIDEAWAYS — PACKARD  
WALL BOXES—EVANS BANGTAILS—  
WINTER BOOK — TEN-STRIKE—  
CASINO BELL.

Write for Prices on All New Equipment: 5-Balls, Consoles, One-Balls, Arcade, Phonographs, Slots, etc. Send for list of reconditioned machines, all types.

**FOREIGN TRADE:** We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. **CABLE: MOCOIN.**  
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

**MONARCH COIN MACHINE CO.**

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



**To Everybody in the  
COIN BUSINESS**



Who have not been in to see our new game, come now before exclusive territory is all awarded. Here is a game, new, novel and a proven money getter; can be operated anywhere. Thoroughly location tested. Priced right.

We will build only new and tried games. No copying others. An exclusive agency will be valuable now and in the future. Phone or write for anything you want to know. But do it!



**P & S Machine Company**

3017-19 N. SHEFFIELD AVENUE

CHICAGO, ILLINOIS

**DON'T READ THIS AD**  
UNLESS YOU WANT TO SAVE MONEY ON  
GUARANTEED USED OR NEW EQUIPMENT

RECONDITIONED, LIKE NEW  
**VICTORY DERBY** IN LOTS OF 5 OR MORE **\$144.50**  
Single Unit Price.....\$149.50

JOCKEY CLUB TURF KING..... **\$59.50** SPORT KING LONG SHOT..... **\$49.50**

DAVAL FREE PLAY COUNTER GAME, BRAND NEW.....\$29.50

GOALEES Brand New **\$259.50** Used, Reconditioned, Perfect..\$169.50  
PACE CHROME SLOTS 5c-10c-25c Priced To Sell — WRITE

6000 CURRENT COSMO RECORDS, BRAND NEW, IN ORIGINAL JACKETS, 10c EA.

SEEBURG RAY GUNS, Converted, Refinished **\$79.50** CHI COIN OVERHAULED HOCKEY  
MUTOSCOPE SKY FIGHTER, Refinished **\$99.50** MERCHANTMAN DIGGERS, Refinished

NEW—PHOTOMATIC WRITE FOR PRICE  
NEW—VOICE-O-GRAPH WRITE FOR PRICE

KEENEY BONUS SUPER BELLS .....WRITE  
Single, 5c; Two Way, 5c-25c; Three Way, 5c-10c-25c.  
1/3 deposit must accompany all orders, Balance C. O. D.



**Bush** Representing Leading Manufacturers of Coin Operated Machines  
**DISTRIBUTING COMPANY**  
237-259 PLYMOUTH AVE. N. GENEVA 0325 MINNEAPOLIS 11, MINNESOTA

**BUY FROM MARKEPP** It's Safer!

A. B. T. NEW  
**IMPROVED CHALLENGER**  
**\$65.00**  
WRITE FOR QUANTITY PRICES



**ARCADE EQUIPMENT**  
Chicago Coin Hockey .....\$ 89.50  
Lite League ..... 95.00  
Seeburg Target Conv. .... 79.50  
Bally Rapid Fire Conv. .... 95.00  
Chicago Coin Goalee ..... 195.00  
Genco Total Roll ..... 225.00  
Genco Play Ball ..... 99.50  
Socco Ball ..... 295.00  
20 Wurlitzer 14-Ft. Skee Ball  
Write for quantity prices.

**5 BALL PIN GAMES**  
Catalina .....\$ 75.00  
Victory ..... 45.00  
Midget Races ..... 125.00  
Defense, Genco ..... 47.50  
Super Score ..... 150.00  
School Days ..... 39.50  
Wild Fire ..... 39.50  
Four Diamonds ..... 44.50

**MUSIC**  
Rock-Ola Std. Dial-a-Tune .....\$185.00  
Wurlitzer Vic. 24 ..... 149.50  
Wurlitzer 412 ..... 75.00  
Wurlitzer 600R ..... 185.00  
Wurlitzer 500K ..... 195.00  
Singing Tower 201 ..... 175.00

4310 CRAWFORD AVE. **The MARKEPP Co.** M. M. MARCUS & SONS TEL. ME 1043  
CLEVELAND 3, OHIO

**NEW GAMES**  
HAVANA  
LIGHTNING  
MEXICO  
CARNIVAL  
RANGER  
MAISIE  
LUCKY STAR  
BALLYHOO  
MARVELS & MERCURYS  
**\$19.50 EACH**  
Equipped With Special Time Clocks

MARVEL'S  
**'POP-UP'**  
**\$39.50**  
**SLOTS**  
1 Mills Brown Ham-merloid, 5¢ .....\$175.00  
1 Mills Brown Ham-merloid, 10¢ ..... 180.00  
1 Mills Brown Ham-merloid, 25¢ ..... 195.00  
1 Mills Chrome, 5¢ ..... 150.00  
SEND FOR OUR CLOSEOUT PRICE LIST

**ANY 3 FOR \$135.00!**  
ARGENTINE  
BOLAWAY  
DEFENSE  
5-10-20  
GUN CLUB  
SEVEN UP  
SHOW BOAT  
SPOT POOL  
STAR ATTRACTION  
TEN SPOT  
VICTORY

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

**Mid-State Co.** 2369 MILWAUKEE AVE. CHICAGO 47, ILL. Phone: Everglade 2545

**COINMEN YOU KNOW**

Chicago:

(Continued from page 122)

midst of vacation periods now business is going along at a high pace.

Billy DeSelm, over at United Manufacturing Company, says firm's Mexico is going along "full steam" these hot days. United's production line is an efficient working combination of modern machinery and capable employees, say company officials. Visitors this past week included Irving Blumenfeld, General Vending, Baltimore; Al Simon, Simon Sales, Inc., New York, and Lew London, Reading, Pa.

Williams Manufacturing Company greeted visitors Sam Taran, Taran Distributing, Miami, and Pete Pieters, King Pin Distributing, Kalamazoo, Mich., during the week. Williams beats the heat in his flying machine these days. . . . Lewis Coin Machine Service is going under the name of Coin-a-Matic Distributor now, dropping the former name. Leo Lewis reports that his wife, Lillian, is a hospital patient this week. Nothing serious, Leo says, but everyone is wishing her an early recovery.

Automatic Distributing Company greeted callers Vincent Salvo, Salvo Amusement, Springfield, Ill., and Frank Rose, Galesburg, Ill. Mike Spagnola says that in spite of the heat hot disks still pull well on juke turntables. Automatic parts man John Havrila, whose wife, Lorraine, is well known for her service with Illinois Phonograph Owners' Association as secretary, will take two weeks off beginning this week.

Roy Bazelon, Monarch Coin Machine Company, saw Clayton Nemeroff off to a two-week Wisconsin-Minnesota vacation last week. Upon Clayton's return, Roy intends taking his two-week off-time. Roy says visitors are finding Monarch air conditioned offices cool these days; television set there furnishes callers a good view of baseball games, making them reluctant to leave. Lookers-in during the past week included Harold Teeter, Pekin, Ill.; Doc Howington, from Iowa, and C. Holbrook, Huntington, Ind.

Ray Cunliffe, Brown Music Company head, became a granddaddy recently. Newcomer is the son of Ray's daughter, Nancy Carrere, and is named Keith. Ray's chest is slightly puffed, of course. . . . Amusematic Corporation, via Ted Kruse, reports business satisfactory for this time of year. Ted adds that partner Vince Connors will return from his Minnesota vacation about August 15. Firm's IC Randolph Street Station arcade showed highest play in its history last week when the Washington race track opened up. Crowds flocking thru the station on their way to the track account for the upsweep, Ted says.

Grant Shay, Bell-o-Matic Corporation, lists Joe Abraham, Youngstown, O., as a visiting operator last week. Meyer Ziv, sales manager of Bom's club division, is vacationing at Pistakee Bay, Wis. Grant tells of the cool 75-degree comfort in his offices while the temperature sizzled at 98 last week. Vince Shay's letter to distributors regarding the Damon Runyon Cancer Fund is drawing a good number of favorable replies. Grant's letter to ops on the subject is going out this week.

Atlas Novelty Company reports a trio of visitors last week in Ed Gilbert, Bloomington, Ill.; Fay Gardner, Rock Island, Ill., and A. F. Reinhart, Cedar Rapids, Ia. Joe Kline says business is going along calmly these hot days, with most coinmen either staying home (See CHICAGO on page 128)

*We are now delivering*

**USED GAMES READY FOR LOCATION**  
6 Cyclones .....\$199.50  
2 Tornadoes ..... 179.50  
1 Showgirl ..... 174.50  
2 Suspense ..... 125.00  
2 Spellbound ..... 139.50  
2 Superscore ..... 179.50  
1 Bafflecard ..... 179.50  
1 Surf Queen ..... 99.50  
1 Kilroy ..... 179.50

**WE ARE ALSO MAKING DELIVERY OF NEW GAMES**

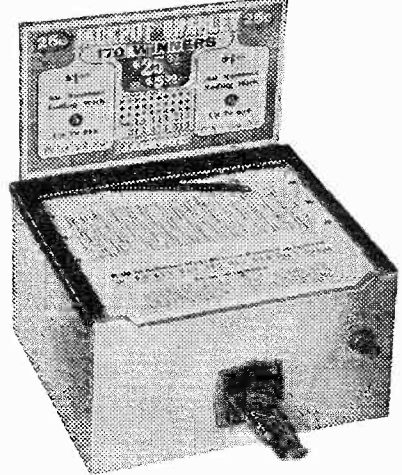
Williams All Star  
Williams Torchy  
Williams Cyclone  
United Havana  
Gottlieb Lucky Stars  
Bally Heavy Hitter  
Bally Ballyhoo  
Bally Special Entry  
Bally Eureka  
Exhibit Ranger  
Keeney Carousel  
Chi Coin Basketball  
Chi Coin Playboy

Terms: 1/2 Certified Deposit, Bal. C.O.D.



**Sterling NOVELTY CO.**  
669-671 S. Broadway  
LEXINGTON 20, KY.

**OUR THIRD GREAT SEASON**



**COIN-OPERATED AUTOMATIC SALES BOARDS**  
Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 1, MO.

**OPERATORS**

SEE THE NEW PACKARD

**"MANHATTAN"**

before you buy that new Phonograph "The Greatest music machine ever built!"

**ALL TYPE SLOTS AT LOWEST PRICES**  
We can also supply you with . . .  
Newest 5-Ball Free Play—Genco Advance Roll — Williams All-Star — Bank Ball — Score-a-Barrel.

**HAVE YOU TO TRADE . . .** Jennings Challenges? . . . Keeney Bonus Super Bells? . . . Bally Draw Bells?  
Write, wire or phone either office!

**TWIN PORT SALES CO.**  
230 Lake Ave. So. Duluth, Minn.  
Melrose 2888  
2029 Wash. Ave. So. Minneapolis, Minn.  
MA. 8522

# Empire States BARGAINS!

★  
MUSIC

- SEEBURG H146M .....\$325.00
- AERION SUPER DELUXE ..... 325.00
- PACKARD HIDDEN UNIT ..... 275.00
- ROCK-OLA 1422 ..... 495.00
- WURLITZER 950 ..... 350.00
- WURLITZER 850 ..... 350.00
- WURLITZER 750E ..... 350.00

- WALLBOXES COMPLETELY RECONDITIONED
- SEEBURG:
- 3 WIRE WALLOMATICS .....\$17.50
  - WIRELESS WALLOMATICS (46) .... 42.50
- WURLITZER:
- MODEL 125 (5c, 10c, 25c) .....\$17.50

PIN GAMES — NEW

- CAROUSEL CROSSFIRE
- TORCHY BALLYHOO
- PLAYBOY ALL-STARS

Write for Prices

ONE BALLS:

- KEENEY HOT TIP ..... WRITE
- KEENEY PARLAY ..... WRITE
- BALLY LONGACRE .....\$150.00
- BALLY BLUE GRASS ..... 75.00

KEENEY CONSOLES—NEW

Write for Prices

1/3 Deposit Required



**EMPIRE STATES DISTRIBUTORS, INC.**

220 SOUTH UNION PUEBLO, COLORADO

WRITE • WIRE • PHONE 8152

## WANTED

SEEBURG { CONVICTS CHICKEN SAM

Must be complete with all parts

Will Pay \$30 Write for  
Each—F. O. B. Shipping  
Your City Instructions



**Coinex CORPORATION**  
1346 ROSCOE ST. CHICAGO 13, ILL.  
Gra. 0317

### AVAILABLE NOW

- 6 Rock-Ola 1946 model number 1422 phonographs. Absolutely perfect, clean, low plays. Ea. ....\$595.00
- 1 Gottlieb Baffle Card, Pinball machine. Perfect condition .....\$175.00

Write or Phone

**R. A. PATTERSON**

9 West Main St. West Point, Miss.  
Telephone No. 413

**Detroit:**

(Continued from page 122)

Vending Machine Company, are re-organizing their business as the A and L Vending Company. They have sold out their route of music machines, operated as the GI Phonograph Company, to the Bufalino family. . . . Leo Polny has taken over sole ownership of the Nortown Novelty Company, operating a route of music boxes, upon the withdrawal of Henry E. Whitney, a former partner, from the business.

John Zollner, of the Star Music Company, reports the new cruiser capsized in Cass Lake, with Bud Fuller at the helm, and six operators aboard—but there were no casualties. . . . Charles F. Andrews, of Angott Sales says the gang is really rushing these days. . . . Joseph De Prest and John Postl have jointly taken over management of Band Box Music, owned by Mrs. G. M. Copeland, and established operating headquarters at the appliance store on Mack Avenue operated by De Prest.

Russel D. Foley, formerly employed by another coin machine firm, and Mrs. Florence I. Theut have formed a partnership as the R & F Amusement Company in the West Side suburb of Dearborn, to operate a route of skee-ball machines. They have no connection with the older company of the same name which was operated by Harold Fine and Philip Ross. Fine, incidentally, has moved to Cleveland.

Ben N. Osher and Aaron L. Osher, formerly of the Four-In-One Manufacturing Company, which made a selective candy vender, have gone into the industrial machinery business together as the Advance Supply Company. . . . Chester Rozinski, partner in Mercury Products, played host to the entire staff celebrating his sister's wedding. . . . Max Falk, of the Falk Sales Company, is vacationing at a Michigan lake, and plans to return with important new business plans.

Vernon L. Huntoon Jr., of the Acme Amusement Company of Highland Park, was up in Mount Clemens handling service recently, and went on to Battle Creek, in Western Michigan. . . . Louis Luxie, formerly employed by a pin game operation here, has gone into business for himself as a partner in the Wel-Com Amusement Company with Harry (Rummy) Orłowski, operating a route of skee ball machines.

Lou Heilbronner, veteran music operator, is back from up north with a severe cold. . . . Roe H. Heal and Ray Ulrich, of Toledo, who were partners with Heilbronner in the Interstate Vending Corporation, have recalled all their machines from location and temporarily suspended operations. . . . Henry F. Franck, who used to work for the Canteen Vending organization, is going in business for himself as the Janes Vending Company, operating a route of candy and cigarette venders. He has lined up a substantial number of new locations for machines, and has been rushing to ready the vending equipment to place it out on the job.

Mrs. Sylvia Brilliant, wife of Joseph Brilliant, head of the Brilliant Music Company, gave birth to a bouncing son Friday (25). . . . Event is being celebrated thruout the Brilliant organization. . . . Wortham A. Snell reports that plans for the new ice cream vender his firm, the Food Dispensing Machinery Company, is developing, have been put aside because of engineering problems, and will be resumed next year. . . . Edward Grodzicki, of the E and A Music Company, is also the proud father of a boy.

Angelo Meli, of Mel-Tone Music, is making plans for his forthcoming marriage. . . . Robert Hax, of Veterans (See DETROIT on page 126)



**STOP . . . LOOK . . . then READ CAREFULLY**

**WE WANT No. 1.**  
A Winter spot (or all year 'round) for an  
**ELECTRICAL GROUP GAME**

**WE WANT No. 2.**  
All Concessionaires to see  
**THE RACES**  
(An Electrical Group Game) in operation at 1315 Surf Avenue, Coney Island, N. Y. Then judge for yourself as you see the Public Play.

**WE WANT No. 3.**  
To close out  
**POKERINO TABLES**  
(Brand new, of course) at \$149.50 each to make room for the production of our own PATENTED GROUP GAMES which we have operated for 15 consecutive (and successful) years.

**ORDER YOUR ELECTRICAL GROUP GAMES NOW FOR 1948 DELIVERY**

**PERFECT GAMES COMPANY**  
PERFECT GAMES BUILDING ES-planade 2-4383 BROOKLYN 24, N. Y.  
STANLEY GERSH SAM GARBER

**Make MORE Money with Radiotel**

**The ADVANCED Coin-Operated Radio**

- RCA licensed . . . Underwriters approved
- Chassis especially engineered for coin-radio play
- Slug Rejector, with separate Return Coin chute
- Additional volume control inside chassis
- Tamper-proof tumbler locks, keyed to your pleasure
- GUARANTEED trouble-free operation
- GUARANTEED bonded delivery NOW

Write...wire...phone...for details to Dept. B  
**PROFITABLE DISTRIBUTORSHIPS AVAILABLE NOW**



Above: New Console Model No. 1700  
Fite-mar-alcohol resistant cabinet built by Howard Hughes Aircraft Co. Dark Mahogany. 6 tubes, AC-DC.



Right: New Table Model No. 1550  
Rich Walnut. 5 tubes, straight AC. Surpasses all legal radio standards.

**National Coin Radiotel Company**  
4487 Beverly Blvd. Los Angeles 4, Calif.

**LOOK! ALL-PURPOSE RUBBER SERVICE KIT . . . ONLY \$7.50 EACH**

The "All Purpose Rubber Service Kit" consists of the following:

24 Small Live Rubber Rings	12 T-Shaped Rebound Rubbers	4 2" Live Bumper Rings
24 Medium Live Rubber Rings	12 Beveled Hole Plunger Tips	4 3" Live Bumper Rings
24 Large Live Rubber Rings	12 Small Hole Plunger Tips	2 Attachment Caps or Male Plugs
12 Thumb Guards for Coin Chutes	12 Large Hole Plunger Tips	1 10 Ft. Electric Cord With Attachment Cap
12 Straight Hole Rebound Rubbers		1 6 Ft. of Live Side Rubber Railing

SEND FOR OUR LATEST COIN MACHINE PARTS LIST

**COIN MACHINE SERVICE CO.**  
PARTS FOR EVERY OPERATOR'S NEED  
1547 N. FAIRFIELD AVE. All Phones. HUMBOLDT 3476 CHICAGO 22

## J. ROSENFELD CO. HAS 'EM FOR IMMEDIATE DELIVERY

On Rotation of Orders

### U-NEED-A MONARCH CIGARETTE MERCHANDISERS

Outstanding for mechanical simplicity, large capacity and beauty of lines. Perfectly balanced and tip-proof. Easy and quick to service (has few moving parts). Engineered with skill and precision! Gets and holds locations!

6 Col.—\$149.50

F. O. B. Factory



8 Col.—\$159.50

F. O. B. Factory

Exclusive Distributors Cent. and S. Illinois, Missouri and Kentucky

### MIDGET MOVIES

Coin operated 16mm. continuous movie projector. You can see Midget Movies in operation at Famous-Barr Company, St. Louis. An outstanding proven money-maker for operators—for arcades! It's the coin machine of the future!



PRICE: \$360.00



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Exclusive Factory Distributors for BALLY • JENNINGS • MIDGET MOVIES • U-NEED-A • VICTOR

## COINMEN YOU KNOW

### Detroit:

(Continued from page 125)  
Automatic Coin, Saginaw, Mich., is the father of a nine-and-a-half pound boy. . . . David Yamshon is vacationing in the Charlevoix territory. . . . Jack Flanagan, of Macomb Specialty, is vacationing on Georgian Bay. . . . Earl Russell, of Macomb Music, and Harry Stahl, former owner of the same company, have taken over the arcade at Eastwood Park. . . . Harry Stanton, of Robinson Sales, would like to find the time to go fishing.

Sid Penin has established the Beloit Sales Company at 2045 Ewald Circle to manufacture a new type of bowling game. . . . Arthur P. Sauve, up-State amusement operator, and his son are back from a week-end trip to Buffalo. . . . Samuel J. Rose, of King-Pin Distributing Company, is spending week-ends with his family at Port Huron. . . . Hazel Richlin, of the King-Pin office organization, may announce plans for her marriage shortly.

Bernice L. Roth is establishing the Hostess Music Company. . . . Joseph Fair Jr., who operates in the West Side suburb of Dearborn, is revamping his amusement machine set-up to concentrate on Skee Balls. He formerly operated a route of juke boxes, but disposed of them to specialize in his games route.

Victor De Schryver, of Marquette Music Company, reports increased deliveries anticipated in late summer on the new Mills jukeboxes. . . . Hondon B. Hargrove, Emmett L. Bryant and Ernest H. Davenport are incorporating the Dixie Music Company, founded last winter by Ario Dixione as a one-man organization, as a \$50,000 corporation.

Lillian Levin and Sam Faigenbaum, who recently went into the music business as the L & S Music Box Company, are planning to expand their route in the near future with the addition of a sizable number of new jukeboxes. Faigenbaum, who was formerly in the parking lot business, is active manager of the enterprise and enthused over prospects. Miss Levin is in charge of office routine. . . . Isidor Edelman is due back from a two-week combined vacation and business trip to New York, his manager, Jerome Solomon, reports.

### Los Angeles:

(Continued from page 122)  
and along West Pico from Sacramento.

Jim Hurley, of E. T. Mape Distributing Company, now comfortably located in his home in Verdugo Woods, north of Glendale, reports that he is escaping the heat that has been hitting around 100 degrees in these parts. . . . Ruth Bradford Gardner, well-known stamp machine operator, is marking her fourth year in the business. She has bought three routes since she entered this field. Has the Thrifty drugstores. . . . Al Sleight, Bally regional sales manager, here for a week-end visit.

Lucille and Paul Laymon to San Francisco to attend the party being given August 3 by Jack R. Moore. Moore recently redecorated his headquarters and is staging open house on the occasion of the completion of the work. . . . Bill Laurinston, of Salinas, in the city on a buying trip. . . . S. W. Ketchersid in from San Bernardino to look over the sales-rooms up and down West Pico. . . . F. P. Emerson, of Emerson Bros., well-known manufacturers of popcorn vending equipment, is soon to release a new popping machine. The firm handling it is to be known as International Vending Machine Company.

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1946 PHOTOMATICS . . . \$1,195.00

Others at \$1,095.00 while they last.

Send \$100.00 deposit. Machines shipped on approval. Deposit returned if not satisfied.

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Note unique 7-Pin Tumbler construction. Only the properly notched "ACE" ROUND key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—there's a CHICAGO lock for EVERY purpose and all insure—"UTMOST Security!" Write for catalog complete line.

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All A-1 Reconditioned  
MILLS VEST POCKET CHROME . . . \$49.50  
MILLS VEST POCKET BLUE AND GOLD . . . 39.50  
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1/3 Deposit, Balance C. O. D.  
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\$19.50 Alert All American Attention A.B.C. Bowler Big Six Big Chief Bosco Commodore Captain Kidd	\$19.50 Crossline Formation Four Roses Flicker Four Diamonds Gold Star Gun Club Home Run Jungle Majors	\$19.50 Merry-Go-Round Marines at Play Power-house Stratoliner Sport Parade Short Stop Sea Hawk Silver Skates	\$19.50 Snappy Sunbeam Seven Up Target Skill Ten Spot Vacation Wildfire Yacht Club Yanks
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One-Third With Order, Balance C. O. D.  
**Boyle Amusement Company**  
522 N. W. Third St. Oklahoma City, Okla.

**QUICK AS A Flash!**



**The Junior Changer**

- FAST
- ACCURATE
- ATTRACTIVE
- GUARANTEED

**\$17 50**  
(Distributor Discount)

**Fastest, Most Accurate Coin Dispenser on the Market**

This attractive chrome finished changer is of all metal, precision machined construction. Available with either 5c-5c or 1c-1c tubes. A flick of the finger automatically dispenses either 5 or 10 coins in the palm of your hand. Fully tested for accuracy. Capacity is \$13 in nickels. Has a heavily weighted non-slip base. Sold on a money-back guarantee.

**Northwest Sales Co.**  
MEMBER  
EXCLUSIVE NATIONAL DISTRIBUTOR  
3144 Elliott Avenue Seattle 1, Wash.

**New Orleans:**  
(Continued from page 123)  
says he has been feeling the summer slump like most everyone else. He also attributes the lag in play to the ban on pay-outs. Getting best results now for Gonzales are two five-balls. Charles Baggett and Charles Rabin make up the repair department for Louisiana Amusement.

The new elevator at New Orleans Novelty is about finished. Louis Boasberg reported. Louis spent a few days on the Gulf Coast with his family recently, and has completed a business trip thru the State. Hilliard Bach, manager of New Orleans Novelty's arcades, has just returned from a trip to New York and Chicago visiting manufacturers of arcade equipment.

Across the river, Carlos Marcello, head of the New Orleans Phonograph Operators' Association, is back from recent trips to Morgan City and the Gulf Coast for Jefferson Music Company.

Peter Calamari Jr., of Colon Novelty Company, has been getting in some fishing off the Gulf Coast. He has been buying some new 5-ball equipment.

Pete Bertucci and Al Fernandez, of Central Coin, are being kept busy these days and say business is good. Their bookkeeper, Charles (Unk) Luquet, who has been active in politics here since 1910, is being pushed to run for the State Legislature but declares he will wait, because "I like to know who is in the game before I start playing ball."

New Orleans Novelty Company is advertising its Penny Arcades by sponsoring two programs on two local radio stations. One is the *Juke Box Parade* on Saturdays from 11 to 11:30 p.m., which features the 10 top tunes played on the city's music machines. The other, presented at 5 p.m. plugs New Orleans Novelty's Rampart Street arcade. This one is called the *Harlem Hit Parade* and features tunes favored on Harlem jukes.

Other news concerning New Orleans Novelty concerns plans for a company picnic in the near future and the renovation taking place on the third floor for a new display room. . . . Louis Boasberg says the pleasant conditions in his new office, including air conditioning, are often tempting enough to make visitors who plan to spend only a few minutes stay all afternoon.

Mike McNally, one of the veteran operators in this area, is schooling his son in the pinball business. The younger McNally is a fine mechanic so there should be mutual benefits derived from the move. . . . Emile Willi, who really merits his reputation of being super energetic, is devoting much of his time over in Algiers, just across the river. . . . Ben Robertson has been practically commuting of late between Detroit, Chicago, Houston and New Orleans.

J. H. Peres reports that visitors at the New Orleans Coin Machine Exchange included Roy Eskey, Aireon service manager in this area. He also stated that the new Jennings console has been received. Firm's two other partners are also extra busy these days; O. C. Marshall has been traveling thru Southern Louisiana; N. C. Wicker is starting a trip around the Shreveport area.

Dixie Coin Machine Company has just made a Bell shipment to Balboa, Canal Zone, where individuals have been showing an unusual amount of coin machine interest lately. Marion Matranga has been given the name of "laughing boy" by his competitors. . . . Pete Nastasi, local coinmen say, is acquiring a reputation as being a good real estate operator as well as being one of the top pinball operators.

**A "SHOT-IN-THE-ARM" for Locations!**



**The NEW A.B.T. CHALLENGER**

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- ✓ **New Mechanical Operation!**
- ✓ **New Player Interest!**

Price **\$65.00**

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*At your Dealer, or write today to*

**The Oldest American Manufacturer of Pistol Type Coin Games**

**CONSOLES**

75 JUMBO PARADES, F. P. EA. . . . . \$49.50

10 SILVER MOON TOTALIZERS, EA. . . . . 49.50

100 PACES REELS, C. P. EA. . . . . 39.50

ALL IN A-1 CONDITION—WILL SHIP IN QUANTITIES OF 10 OR MORE ONLY. 1/3 CERTIFIED DEPOSIT.

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**FOR SALE 32 ARCADE MACHINES**

Built on semi truck. Ready for business. Must sell. Best offer buys it.

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Old Orchard Beach, Maine

**FIVE DAYS' TRIAL**

1 Mills Jumbo, Late Comb.	50
2 Bally Club Bells, Comb.	50
2 Paces Reels, Rails, Comb.	50
1 Keneey Super Ball, Comb.	35
2 Paces Reels Jr., Cash, Rails	35
1 ABT '47 Challenger	35
1 3-Way Gottlieb Grip	25
1 Exhibit Sky Blazer	35

Sales Boards 1/2 Factory Cost.  
NORMAN DEE, Box 436, Bedford, Pa.

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A NEW THRILL! A NEW IDEA!  
A NEW Aireon SENSATION!  
A REAL GOLD DIGGER  
Magnetic earning power!

**Booyzee!**  
Trim! - Tsn! Terrific!

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**Veatch's Panther V.P. DISTRIBUTING**  
Del Veatch 2336 OLIVE ST. Coin Operated Machines. PHONE CE 1812 ST. LOUIS 1, MO.

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Games clean and ready for location

HAVE SOLD MANY GAMES BUT MUST CLEAR OUT MORE

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Arizona	\$ 44.50	Sea Breeze	\$120.00	Bowlaway	\$ 25.00
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OTHERS  
Big Parade . . . . . 35.00

IMMEDIATE SHIPMENT—1/3 deposit, balance C. O. D.  
United's "MEXICO" is here, order now to get early delivery on the best Pin Table yet.  
SLOT STANDS, HEAVY FOLDING—\$2.95.

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**AUTOMATIC COIN**  
*America's Bell Machine Center*

**NOW DELIVERING!**  
**BRAND NEW**  
**MILLS 5c Q. T.**  
**\$115.00**



**SPECIAL SLOT TOOL KIT**  
 9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set. Only **\$14.95**

Reconditioned Mills Late Head Jumbo, P.O. \$69.50

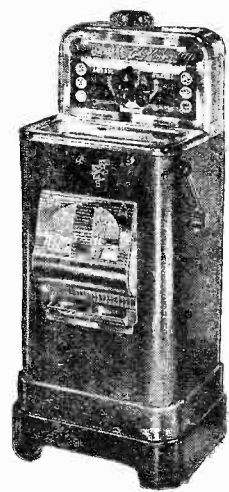
GILT-EDGE RECONDITIONED MACHINES	
SLOTS	CONSOLES
Jenn. 5c 4-Star Chief \$ 79.50	5c Buck. Track Odds, D.D. \$375.00
10c " " " 84.50	25c Buck. Track Odds, D.D. 385.00
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Mills Bonus Bell, 5c. 129.50	Bally Club Bell 99.50
10c, \$139.50; 25c, 149.50	Evans '41 Bang Tail, J.P. 129.50
Mills Gold Chrome, 5c 139.50	Pace Twin Reels, 5c/25c 89.50
10c, \$144.50; 25c 149.50	

**NEW COUNTER GAMES**  
 ABT CHALLENGER. Write  
 MARVEL POP-UP..\$29.50  
 Daval FREE PLAY, Cig. Reels 49.50

**FACE TWIN REELS**  
 5c/10c \$ 89.50  
 Jenn. Silver Moon Tot., F.P. 79.50

All used machines perfectly reconditioned by expert mechanics.  
 ALL USED MACHINES PERFECTLY RECONDITIONED BY EXPERT MECHANICS.  
 WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C.O.D.

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 ALL PHONES: CAPITOL 8244  
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**JENNINGS CHALLENGER**  
 Gets DOUBLE the play of a single machine—yet needs little more floor space . . . only 23"x17"  
  
**O. D. JENNINGS AND CO., CHICAGO 24**

**FOR IMMEDIATE DELIVERY!**  
**ANY PRE-WAR GAME \$24.50**  
 Too Many To List—What Do You Need? We Have Them in Stock  
 Send 1/3 Certified Deposit With Order  
**UNITED OFFERS**  
**WANTED! WURLITZER STEPPERS**  
 Must Be in Working Order. Give Price—Type—How Many in First Letter.  
 ALL ITEMS GUARANTEED  
**UNITED INDUSTRIES**  
 525 PARKER ST • CHESTER • PENNA.  
 Phone Chester 9283  
 WRITE OR WIRE

**COINMEN YOU KNOW**

**Chicago:**  
 (Continued from page 124)

or on vacation to cooler pastures. . . O. D. Jennings Company reports that among visitors last week were Ray Bolmer, Elkhart, Ind., and Fritz Burgeson, Barrington, Ill.

Visitors at Empire Coin Machines & Supplies the past week were Ken Wilkinson, United Amusement, San Antonio; Joe Hanna, Utica, N. Y., and Lawren Murphy, Westville, Ill. It appears that Lindy's, the new Rush Street restaurant, is becoming a mecca visiting coinmen since Gill Kitt is taking all his out-of-town friends to dinner there.

Callers coming into Atlas Novelty Company offices these blistering days know what's in store for them—they never fail to receive cool liquid (you name your choice) in a tall glass. Atlas officials claim this friendly gesture is growing in popularity each year and announced an addition to the line of thirst and heat quenchers for their friends—ice cream.

Mills Industries, Inc., office staffers maintain a cool, calm outlook on life even on the hottest August days. Reason is the efficient air-conditioning system installed in the four-story office section. Condensing units for the system are of Mills' own making. Mills will be operating with a one-third factory force from August 22 to September 9, while the bulk of plant employees are on vacation.

Recent distributor visitors at the Rock-Ola factory were Mr. and Mrs. H. G. Payne, Nashville; A. J. La Beau and Kenneth Glenn, of La Beau Novelty Company, St. Paul; B. D. Lazar, Pittsburgh, and K. R. Wilkinson, United Amusement Company, San Antonio. Other visitors, according to Bob Tyrrell, recently back from a vacation, were S. Berman, of General Finance Corporation, and Frank Shea, star pitcher for the New York Yankees.

**DECAL TRANSFERS FOR YOUR EQUIPMENT**  
 DECAL TRANSFERS—the attractive, inexpensive, permanent and efficient method of putting your firm name, service phone number and instruction plate on your machines. Designed and manufactured to your specifications. Immediate delivery. For free estimate send following information: size, quantity, number of colors.  
**CLEVELAND DECALS, INC.**  
 2515 CANAL RD. CLEVELAND 13, O.

**NOW DELIVERING**  
 Chicago Coin  
**PLAYBOY**  
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**HONEY**  
 ORDER TODAY  
 We also have a complete line of Used Post-War Games.  
**PALISADES SPECIALTIES COMPANY**  
 498 Anderson Ave. Cliffside Park, N. J.  
 Phone: CLiffside 6-2892-3

**FOR SALE**  
 5 Wurlitzer, 750 M. Each \$445.00  
 10 Wurlitzer, 500 A. Each 395.00  
 Cabinet and Mechanism in good condition.  
 1 Super Torpedo \$165.00  
 12 Wurlitzer and 15 Kenney Wall Boxes. Each 10.00  
 24 Selection—30-Wire  
 These machines just off location and in good condition.  
**GRIFFITH SALES CO.**  
 2264 Fairway Drive, Phone 6-6587, Mobile, Ala.

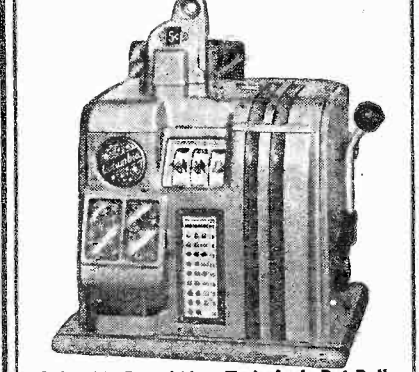
**KICKER and CATCHER**  
 THE BIG HIT FOR PROFITS



**100 PER CENT SKILL!**  
 TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!  
**PENNY PLAY \$37.50 F. O. B. CHICAGO**  
 ADD \$3.75 FOR NICKEL PLAY  
**ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!**

**BAKER NOVELTY CO.**  
 HEADQUARTERS FOR  
 SLOT MACHINES  
 AND  
 BAKER PACERS  
 1700 WASHINGTON BLVD.  
 CHICAGO 12, ILLINOIS

**Buy From DEVICES**



**Columbia Brand New Twin Jack-Pot Bells**  
 5c-10c-25c . . . . . Write  
**10-Day Trial, Money Back Guarantee**  
 Kicker and Catcher Counter Model  
 1c Model.. \$37.50  
 5c Model.. 41.25

**DEVICES NOVELTY SALES CO.**  
 467 N. Milwaukee Ave., Chicago 10, Ill.

**WANT TO BUY**  
 Small route Phonographs or mixed route in Florida; preferably on east coast. All replies confidential.  
**L. G. THOMPSON**  
 P. O. Box 881 Greensboro, N. C.

**Phonograph Routeman**  
 Now employed same company six years, mostly Wurlitzer and Seeburg. Forty, married, do not use alcohol in any form. Know records. References. BOX D-82, c/o Billboard, Cincinnati 22, Ohio.

**FOR SALE—SCALES**  
 10 Small Nationals \$20.00 Each  
 11 Caille Moderns (Peerless) 20.00 Each  
 Scales clean and ready to operate.  
 Terms: Cash with order, F. O. B. Austin.  
**WRIGHT STYLES**  
 108 East 5th St. Austin, Texas





"LARRY" FRANKEL

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## For Five Ball Free Play Games

Now ... for only \$34.50

- |           |                 |
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| Leader    | Snappy          |
| Jungle    | Spot Pool       |
| G. I. Joe | Star Attraction |
| Defense   | Showboat        |
| Hi Dive   | Majors '41      |

Now ... for only \$49.50

- Knockout
- Sky Chief
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Now ... for only \$64.50

- Air Circus
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### Specials

- Surf Queens ..... \$ 74.50
- Big League ..... 129.50
- Wms. Suspense .. 149.50
- Ex Mystery  
(Like New) .... 195.00

Now ... for only \$99.50

- Stage Door Canteen
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What Appeal!  
What Magnetic  
Earning Power!

**EXCLUSIVE DISTRIBUTOR**

**HASTINGS DISTRIBUTING COMPANY**

2014 W. VLIET ST. MILWAUKEE, WISCONSIN

**WANT TO BUY**

**1 BALL FREE PLAY TABLES**

**ALL BALLY, KEENEY AND GOTTLIEB MACHINES**

Must Be Very Clean and in Perfect Working Order.

**State Lowest Prices**

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**ATTENTION OPERATORS, DISTRIBUTORS AND JOBBERS**

Must sell 15 practically new KEENEY Three-Way Bonus Bells. \$850.00 each. Can pack in original crates. \$100.00 apiece deposit. Will ship same day deposit is received.

**SPEER COIN MACHINE SERVICE**

418 THIRD STREET SANTA ROSA, CALIF.

## NAAMO School Gets Machines; Mrs. To Teach

(Continued from page 104)

will take over September 24 and 25, followed by an instructor from Scientific Machine Company, New York, September 26.

Chicago Coin Machine Company, Chicago, is slated to send an instructor September 29 and 30. J. H. Keeney Company, Chicago, takes over October 1 thru 3, followed by H. C. Evans Company, Chicago, October 6-8.

Instruction on Genco Manufacturing Company (Chicago) machines is slated for October 9 and 10, followed by D. Gottlieb & Company October 14 and 15. A representative from Rock-Ola Manufacturing Company, Chicago, on October 16 completes the schedule, with October 17 left open for any firm that wishes to send a guest instructor for machines that would benefit the students.

### Last Two Weeks

The last two weeks of the course are left open for repair and reconditioning of the used coin machines sent in by members and friends of the association, according to Smith. Ben Rodin and Stephan Maroney, Washington, have sent word that they will send a truckload of coin machines to the school. Two truckloads from Atlantic City and one from Philadelphia have already been received by the school, besides several shipments of single machines from other parts of the country. Carl Trippe, of St. Louis, has a shipment on the way.

In New York, the board of education has offered the use of one of its trucks to pick up machines in the area. This truck has already been making pickups from many New York operators, arcade owners, manufacturers and distributors, according to Smith. Some Panoram and Panoram conversions were slated to be received at the school from Imperial Distributing Company over the week-end.

Because of the reception accorded the special school and the interest shown by veterans from all parts of the country in the NAAMO-sponsored course, the board of education told Smith this week it plans to increase the size of the program for the second course and a much larger student enrollment would be allowed.

The second course program includes plans for animated movies for visual instructions and a gala graduation dinner in a New York hotel, which will be attended by nationally known figures.

Any coin machine man who still has some machines that he will donate to the school should ship them—even if parts are missing—to the Manhattan Trade Center, 45 Rivington Street, New York, care of A. P. Henry, senior teacher.

## Ala. Court Gives Juke Box Ruling

(Continued from page 105)

ruling is in accordance with the terms of Section 613, supra.

"Title 51, Section 836, Code of Alabama 1940, provides as follows:

"Every license granting authority to engage in or exercise any business, employment, or profession, unless expressly authorized elsewhere or otherwise, shall designate the place of such business, employment, or profession at some specified house or other definite place within the county of the probate judge granting it. Engaging in or exercising any such license, business, employment, or profession elsewhere, than at such house or definite place, unless expressly authorized elsewhere or otherwise by law, shall be held to be without license. A license which does not specify such house or definite place where business, employment or profession is limited thereto by law, shall be void."

As a result of this ruling, the attorney general said it was his opinion that the operation of a music machine "is a business, employment, or profession," and that as a result the license for such machines "should show the definite place at which such machine will be operated." The location is defined as "the place where such machine is physically kept for use for which the license is issued, and not the business office or residence of the owner."

Answering operator's doubts as to whether a machine could be replaced on location without the necessity of buying a new license—so long as the same operating firm is making the replacement—the attorney general said that "it is my opinion that this substitution may be made." The opinion stated that so long as the machine brought into the location "does not require a higher license" the old license may be substituted.

(The attorney general here evidently refers to using the music machine license to cover other types of equipment which might call for a higher license.)

Concluding his opinion, the attorney general said, "It is my opinion that the license is not issued to the machine, but is issued to the individual for the privilege of engaging in the business of operating such machine. Accordingly, an opinion by this office found in Quarterly Report of Attorney General, Volume 19, Page 44, in which a contrary conclusion is reached is hereby overruled and withdrawn."

**FOR SALE**

4 BALLY BEVERAGE MACHINES (600 drink capacity) \$450.00 Ea.  
 5 BALLY BEVERAGE MACHINES (400 drink capacity) \$300.00 Ea.  
 All Perfect Operating Condition.  
 1/2 Cash, balance C. O. D., plus freight.  
**WRITE, WIRE, PHONE: MAin 8462**  
**FOOD DISPENSING CO.**  
 2101 Chester Cleveland 14, O.

**CLOSEOUT SALE ON SLOT MACHINES**

MILLS War Eagles, 5¢ Play ..... \$ 45.00  
 WATLING Twin, J.P., 5¢ Play ..... 25.00 | PACE 1946 Models, 25¢ Play ..... \$140.00

**25 LATE PIN GAMES**

20 LATE MODEL PHONOGRAPHS Write for price.	KILROY ..... \$184.50	VANITIES ..... \$179.50
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# Bells, Pins Taxed by New Iowa Statute

Law Effective July 1

DES MOINES, Aug. 2.—Iowa State Tax Commission officials have decided to tax gross receipts of bell machines and pinball games under the new amusement tax which went into effect here July 1.

The amusement tax, which puts all amusement devices not already under the State's sales tax under a 2 per cent tax, was passed during the recent session of the Legislature. This decision to tax the gross receipts means, in effect, that payouts cannot be deducted before figuring the tax.

When the amusement tax was passed by the Legislature, there were some objections raised that it would have the effect of making bell machines legal in the State, but the tax commission said this was not so.

Karl Smith, director of the tax commission's sales tax division, announced that his inspectors are not being asked to question the legality of machines, since they are merely instructed to ask for the figures on gross receipts. Provided these figures appear accurate, Smith said, there is no reason why his department should ask about the source of the revenue.

## Electric Equipment Opens N. Y. Office

ROCHESTER, N. Y., Aug. 2.—Electric Equipment Company here has opened a sales office in New York, Irving S. Norry, firm president, announced last week.

Electric Equipment carries both new and rebuilt electric motors, generators and transformers for all types of installations.

## Barbara B. Gardner Joins Natl. Dairy Council Staff

CHICAGO, Aug. 2.—National Dairy Council (NDC) has acquired a new staff member in Barbara B. Gardner, home economics expert from Concord, Mass., Milton Hult, president, announced recently.

Miss Gardner, who will work out of NCD's regional headquarters in New York, has been assigned to work on the ice cream nutrition program of Ice Cream Manufacturers of New York State. She majored in home economics at Keene Teachers' College and did graduate work at Boston University toward her master's degree. In addition to her teaching background, she is a member of the National Education Association, Concord Teachers' Club, American Legion and was nutrition chairman of the Concord Red Cross.

## Cocoa Imports Falling Off

CHICAGO, Aug. 2.—American cocoa imports for the first six months of 1947 were down over 200,000 bags from imports for the comparable period last year. From January to July, 1947, some 2,479,711 bags were imported as compared with 2,678,951 last year.

Meanwhile, Brazilian exporters were holding out for an even higher price in spite of new record high bids of around 30 cents a pound offered last week. Reports are that South Americans are demanding one-half to three-quarters of a cent over that price.

## Coast Venders Say U. S. Stamp Mach. Buy To Boost Biz

LOS ANGELES, Aug. 2.—Local stamp operators accepted the news that the initial order for \$675,000 worth of postage venders for post office lobbies that had been placed by the Buffalo post office with the view that it will increase their individual businesses. The fact that the post offices will vend stamps without profit may have slight effect on the public but operators believe that the move will educate the public to buy more items thru machines.

Jack Olson, sales manager for the Shipman Manufacturing Company, makers of the Shipman Vender, said that several calls had been received from operators who had jumped to conclusions about the effect the placing of machines at post offices would have on their business. Olson said that he felt the move would help individual operators.

### Quotes Slogan

"Take the slogan on the machine itself," the sales manager said. "It reads 'Save a Trip to the Post Office.' The post offices have always been selling stamps and it hasn't hurt business. The idea behind the stamp machine is availability. This will remain the selling point for operators."

Mrs. Ruth Bradford Gardner, a vice-president of the stamp machine operators, said that she believed that the more people who relied upon machines for stamps, regardless of from whom they bought, the better it was for individual operators. Mrs. Gardner is a full-time operator and has machines in the Thrifty drugstores.

Phil Sreden, Culver City, Calif., operator, who recently added 15 machines from Automatic Dispensers, said that he was glad the post offices were putting the machines on location. He pointed out that one of the best locations that he has for stamps is in a store next door to a post office in a small community near here. Sreden, who also operates candy and peanut machines, said that he was capitalizing on the availability that his machines makes possible. He summed it up this way: "The time of sale for stamps at windows is limited. When the people find they can buy stamps regardless of time, they rely upon machines."

Operators have felt a need for the general introduction of machine merchandising to the public. Even those in other fields of automatic merchandising believe that if the locating of machines in government offices is wide-spread that it will increase this type of buying.

## No Flowing Coins At Portland Meet

PORTLAND, Ore., Aug. 2.—National Elks convention, tho attracting an estimated 40,000 visitors to Portland, failed to bring an increase in coin machine play.

One operator reported his gross down 5 to 10 per cent for convention week. Beer business was reported even lower. Restaurants reported only moderate increases.

Operators, who had expected play increases up to 30 per cent, credited this surprising development to two sources: State liquor law and type of entertainment provided delegates. (Oregon law prohibits sale of liquor by the drink.) Free lounges were set up in hotel lobbies taking delegates away from commercial locations.

## Movie Trailers Plug Theater Lobby Venders

CHICAGO, Aug. 2.—Special motion picture trailers, featuring material which calls attention to the theater's vending and counter merchandise in the lobby, is being marketed to theater managers by the Filmack Company here.

Don Chambers, in charge of advertising for the firm, says that the trailers featuring vending machines are a recent innovation with the company. A typical trailer, prepared by Filmack, carries lines such as "Treat yourself to a good, munchy candy bar from the candy vending machine in the lobby. Fresh, delicious flavors and varieties."

### Aimed at Small House

Trailers are being aimed mostly at the smaller motion picture houses. One of them proposes a short intermission, usually from three to four minutes, for those who wish to go to the lobby for candy, popcorn, soft drinks and the like. Chambers said that many of the smaller movie theaters are going in for the intermission break to hypo sales thru venders and counters.

Meantime this week the Filmack Trailer Corporation announced that it has purchased the entire library of prevue trailer negatives from the Alexander Prevue Company, and that these, dating back to 1930, will be re-issued.

Irving Mack, sales manager of the company, said that the firm is opening a new branch office in Los Angeles September 2. West Coast office will have a production laboratory designed to give customers faster service.

## Wholesalers' Conclave Set for October 6-7

NEW YORK, Aug. 2.—The first wholesalers' congress and exposition, sponsored by the National Association of Wholesalers (NAW), will be held October 6-7 in Hotel Pennsylvania here with more than 150 lines of merchandise to be exhibited, it was announced this week by Joseph Kolodny, NAW president and secretary of the National Association of Tobacco Distributors (NATD).

All equipment offered by manufacturers to wholesalers to use in their operations such as office supplies and equipment, wrapping machines, warehouse furnishings, materials handling, trucks, etc., will be exhibited at the two-day affair. Chester C. Kelsey, NAW executive vice-president, is in charge of the convention.

Wholesalers from every important city and almost every field are expected to attend the first association gathering. Coin machine operators, many of whom also are candy, ice cream, tobacco and soft drink wholesalers, will be present, as will many coin machine distributors and jobbers, according to NAW officials.

## N. Y. Ice Cream Supply Club Schedules August Gathering

NEW YORK, Aug. 2.—Annual outing of the Ice Cream Supply Men's Club of New York will be held August 14 at Plandome (N. Y.) Country Club, according to Everett Freud, chairman of the arrangements committee.

Golf and outdoor games will be followed by a dinner and entertainment. Irwin Grossman, Percy Storr, Sumner Bates, George Matthews and George Ashley are assisting Freud with arrangements.

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### Sydney Considers Coin Collectors

SYDNEY, Aug. 2.—Coin machines have been recommended to replace manual collection of fares for the Sydney transport system.

Recommendation followed an investigation which showed that the system was losing some \$700,000 annually in uncollected fares.

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### Patents Issued For New Style Bottle Vender

WASHINGTON, Aug. 2. — The United States Patent Office this week published information concerning a new bottle vending machine, patented by August Carlson, of Kansas City, Mo. Carlson made application for the patent May 10, 1943, and lists 12 claims.

Diagram accompanying the patent as published would seem to indicate the vender is small in dimension. Each bottle in the vender rests horizontally in its own individual compartment. The compartments are open at the bottom and are movable so that they swing around in position to correspond to the delivery opening when the purchaser operates the device.

Technical description of the vender, as released by the Patent Office, follows:

"In article dispensing apparatus of the character described, having a discharge or article delivery opening, a magazine structure having a plurality of bottle shaped compartments each open at the bottom and containing the articles to be vended, a bottom closure member having a correspondingly shaped outlet opening and movable for locating said opening in outlet relation with the bottom of any one of said compartments, means for removing the articles one by one as they traverse said outlet opening and conveying the articles to said article delivery opening, and drive connections arranged in a substantially horizontal plane and operating periodically to shift said closure member to relocate its outlet opening in outlet relation with the bottom of another of the article compartments.

### Vending Operators May Profit by Ice Cream Food Program

NEW YORK, Aug. 2.—Report of ice cream nutrition committee of the Association of Ice Cream Manufacturers of New York State shows promising results of an instructional program being conducted by the committee.

Ice cream representatives have carried their campaign to emphasize the importance of the dairy product as a valuable food to doctors, dentists, dieticians, home economists, educational leaders, State officials and others.

With indications showing a bright future for coin-operated ice cream venders, the New York program is expected to be used as a model for operators as well as manufacturers.

As a result of the ambitious program, State health officials have come out openly urging increasing use of ice cream as a food.

### American Time Uses Point of Sale Clock

SPRINGFIELD, Mass., Aug. 2.—The latest sales promotion piece for coin-operated device manufacturers is a multi-color electrical advertising clock with internal illumination which was introduced here by the American Time Corporation, manufacturer of industrial and coin-operated timing devices.

Designed for both institutional and point-of-sale advertising, the clock is self-starting with an electrical synchronous movement. The advertising message or trade-mark, in brilliant colors, is baked on the rear surface of the glass clock dial.

The clock is particularly applicable in juke box locations as a bright and timely reminder to patrons that a juke box is available in the spot.

### Smoking Less

LONDON, Aug. 2.—Chancellor of Exchequer Dalton told House of Commons last week that consumption of tobacco in Britain fell to 50 per cent and is at present about 70 per cent of pre-budget figures.

### Southeastern Peanut Crop Outlook Good

ATLANTA, Aug. 2. — Crop prospects for Southeastern peanut growers have been improved by favorable rains, the U. S. Department of Agriculture reported this week, but harvesting will be somewhat delayed because of late planting and widespread dusting which permits additional time for growth.

The department, in reporting on a regional survey, stated that virtually none of farmers' stock peanuts were available except for light holdings by speculators, and peanut mills in the Southeast have for the most part shut down.

The report also revealed that bids for farmers' stock for crushing into oil and meal were averaging around \$125 to \$135 a ton, while shelling bids were being made at between \$170 and \$180, depending on the quality offered.

### State, County Fees For Florida Radios

FORT LAUDERDALE, Fla., Aug. 2.—Coin radios and typewriters in this city can no longer be operated without both State and county licenses, according to a statement made this week by C. M. Gay, State comptroller. Gay sent the opinion to chief deputy tax collector, Herman Meeks, in Fort Lauderdale, after Meeks received numerous queries from hotels regarding the licenses.

Gay wrote the county tax collector's office here that the county office is authorized to issue a license for coin radios and coin-operated typewriters at \$2 for State costs plus \$1 for the county and a 25-cent county judge's fee. The State license of \$2 was passed during the 1947 session of the legislature.

### Flood of Pennies Hits Connecticut

HARTFORD, Conn., Aug. 2.—Connecticut's new sales tax law, which went into effect July 1, has unleashed a flood of pennies thruout the State, and penny vending machines and scales should be able to make capital of the circumstances.

The 3 per cent tax means pennies are involved in practically every retail transaction, and sales clerks have come to the point where they automatically inquire, "Have you a penny, please?"

### Macon Automatic Laundry Files Charter Petition

MACON, Ga., Aug. 2. — Macon Self-Service Laundry, Inc., filed a petition for charter in Bibb County Superior Court. Stockholders listed in the petition, J. W. Denson, W. C. Rogers and E. B. Meaders, seek incorporation for a period of 35 years, with initial capital stock listed at \$60,000.

Company operates coin laundries here and intends to expand operation elsewhere if permission is granted.

### Predict Better Days Ahead for Frozen Food Biz

CHICAGO, Aug. 2.—Future of the frozen foods industry was said last week by industry spokesmen to be assured of success, both in the vender and self-service type of retailing.

Pointing to September as the month when "quality packs" will be firmly established, the frozen food industry leaders say that present confusion in this field will be cleared up by fall, when they believe that "carry over from the 1946 pack will be disposed of and shoestring packers are forced out of business."

Altho present vending of frozen foods is still largely in the blue print stage, early retailing of frozen foods thru venders seems assured.

#### Half as Many Packers

There are now 375 quick frozen food packers in business thruout the country, or about half as many packers as there were in 1946. Before the war there were approximately 250 packers in existence.

Last year some 1,000,000,000 pounds of frozen foods were packed, 38 per cent of which was made available in retail sizes. In 1945, 733,000,000 pounds were put up, with an estimated 30 per cent going into retail packs. Pre-war frozen food pack in 1941 saw 400,000,000 pounds processed, with less than 20 per cent being made available in small retail sizes. Figures show that retail size packs are taking up increasing amounts of the total. Industry objective is to up the retail size pack to 80 per cent of future total packs. Industrial and institutional sizes make up 62 per cent of present output.

Currently, frozen foods people are stressing simple, fast-moving lines such as peas, winter vegetables, strawberries and several other berry fruits.

#### Foresees Prospects

W. L. Pavlovski, frozen foods manager of Beatrice Foods Company, says that altho a limiting factor in upping number of retail size packs is that only 20 per cent of the nation's 600,000 food stores handle frozen foods, about 50 to 60 per cent of these stores could handle frozen products.

Another check on frozen food sales is the fact that low temperature retail display equipment is scarce. It is stated that about 2,000 such units a month are being produced at present, with the surface not even scratched as far as vending machines are concerned. Current requirements named by the refrigeration industry number about 150,000 retail storage and display units.

It is claimed that about 300 new openings of retail outlets for frozen foods are created every month, tho most are said to be expansions within established food stores. Stores specializing in frozen foods, 18 of which were opened in the Chicago area during 1942, have had to add other lines. Today only five of these retailers sell frozen food exclusively.

Industry leaders say prospects for the 1947 pack are good. Quality will be improved and availability of sugar will mean increased number of products packed.

### Short Elected SWCA Prexy

ROANOKE, Va., Aug. 2.—Clyde A. Short, of Shelby, N. C., was elected president of the Southern Wholesale Confectioners' Association at their 24th annual convention held here recently. Sam E. Sawyer, of Elba, Ala., was elected first vice-president; E. Ray Jones, Owensburg, Ky., second vice-president, and Forrest H. Holz, Atlanta, re-elected executive secretary-treasurer of the association.

## Telecoin Caravan Winds Up Tour at Atlanta Showing

ATLANTA, Aug. 2. — Operators from eight States were visitors at Telecoin Corporation's Coin Machine Caravan three-day equipment show here. Over 150 operators from Florida, Kentucky, North and South Carolina, Tennessee and Alabama appeared at the showing in the Dixie Ballroom of Hotel Grady during the first three hours of the exhibit.

Telecoin showing here winds up the four-week tour which took in New York, Cleveland, Chicago and Dallas, and upped the caravan's attendance by 300 operators from five States during its three-day stay in Texas the previous week.

### Plan More Shows

From the Atlanta showing, Telecoin executives, including A. W. Percival, president; H. Richardson, S. Weeks, J. Cross, T. Zeoli and J. Lombard, returned to their New York headquarters. Future plans for further demonstrations of a similar nature in other sections of the country will be announced at a later date.

A partial list of operators who registered from Dallas includes Robert Lang, Ed Weinberg, Ben Wolf, Sydney Goldstrich, James Gragg, A. Armstrong, Tom L. Beauchamp Jr., H. E. Hall, Joe Scoggin, Jack Orr, H. Garber, J. W. Benat, R. B. Truitt, B. G. Mercer, Howard F. Teard, James A. Wilson, J. T. Campion, J. P. Edwards, Harry I. Freedman, Harold Abrahams, Don F. Taylor, F. D. Cox, A. Van Tassell, P. W. Bell, R. G. Jones, S. H. Lynch, J. E. Snipes, J. T. Sutton, R. W. Haffard, Jimmie Wilson, Joe C. Taylor Jr., D. M. Pinkston, Arthur Vardell, W. C. Elmore, Jack C. True, D. W. McKenzie, Bruce Baker, L. G. Lee, W. H. Miller, M. Roland Wilfe, G. S. Hathaway, Robert Hill, M. M. Mercer, Mrs. F. Ezell, Charles M. Fugitt, W. G. McCulloch, J. G. DeLamar, D. N. Swift and D. G. Fox.

### Texas Ops Register

Among the Texas coin operators who registered were C. H. Berwald, Amarillo; Earl C. May, G. Banks, D. Harding, from Austin; A. M. Mattmiller and Rupert Hardrider, Beaumont; Mrs. J. Hagood, Clyde D. Pemberton and George E. Horn, Fort Worth; H. V. Seraphine, Galveston; J. A. Patterson, Garland; John H. Hill, Grand Prairie; R. N. Cline, Greenville; A. F. Mencke, Arthur W. Jackson and W. R. Reeves, Houston; R. G. Robertson, Mabank; J. O. Price and O. W. Wahlstrom, Midland; J. B. Newton, Rockdale; Theodore F. Bahlman and J. Aano, San Antonio; N. Ferrell, Texarkana; H. Harrison, Tyler; R. Cole, Waco; Carl Ziegler, Weatherford.

Listed among the out-of-State registrants were Jack Mitrick, Birmingham; Albert Reynolds, Little Rock; M. C. Hall, Lake Charles, La.; B. W. Cooper, Ardmore, Okla.; F. L. Borden, Chickasha, Okla.; J. W. Tyler, Norman, Okla., and T. H. Kerlin, Tulsa, Okla.

## Lowell E. Tjaden Named Chase Western Manager

ST. LOUIS, Aug. 2. — Lowell E. Tjaden has been appointed Western sales manager for Chase Candy Company, W. A. Yantis, firm president, announced here this week.

During the war Tjaden was a WPB consultant on retail and wholesale distribution in the Office of Civilian Requirements and later served as field management officer of the U. S. Navy's Material Inspection Service. Tjaden currently has been associated with Booz, Allen & Hamilton, Chicago management consultants, as manager of the business planning department.

# RECORD REVIEWS

(Continued from page 119)

**HENRI RENE (Victor 25-1085)**  
*Chi-Baba Chi-Baba*—FT;  
*Cielito Lindo*—FT.

The continental musical styling of Henri Rene, pacing the orchestra with his musette accordion, makes it gay and colorful in the application of polka rhythms to the familiar *Cielito Lindo* melody. Not nearly as effective is the whimsical scoring for *Chi-Baba Chi-Baba* in the six-eight time marching tempo.

Polka players will pay for *Cielito Lindo*.

**PEPIK MACH (Continental C-102)**

*Country Fair Csardases*—Parts I & II—FT.  
A dance medley of csardas folk melodies, taking both sides of the spin, and played in folk style by Pepik Mach and the Csardas Kings taking in a small unit of piano, fiddle, cello, trumpet and clarinet. And what they lack in musical color is made up some in spirit.

Solely for Slovak nationality spots where either side will suffice.

**NORRIS THE TROUBADOUR (Co-Ed 102-211-212-214)**

*Wedding in May or Funeral in June*—FT; V.  
*The Girl School*—Parts I & II—FT; V.  
*My Minnesota Girl*—FT; V.  
*Jerusalem Mornin'*—FT; V.  
*Miss Calculatin' Mama*—FT; V.  
*When La Monga Plays the Rumba on the Bonga*—FT V.  
*Winter Will Soon Be Over, Children*—FT; V.

This is the kind of song spinning that is usually created on a home recorder by a party gadabout fancying himself as a singer. And in this case, it's a Norris the Troubadour who fancies himself a Ukulele Ike as he purrs softly but without any real vocal quality to the strums of his faltering guitar. Selections are largely the sort that fill in lulls at a frat house party, but save for some secluded girlie school, it's a safe bet that the campus crowds outgrew these givings a long time ago. *Wedding in May* and *Miss Calculatin' Mama* are borrowed from the race blues folios. *The Girl School*, with

multi-verses to fill both sides of the disk, is a collegiate novelty that dates back to the flapper set. *My Minnesota Girl* is a campus girlie serenade, with *La Monga* an innocuous novelty carboned from the obvious *Yuba-Tuba* favorite. Norris fares best for the remaining *Jerusalem* and *Winter* sides, both Negro spirituals taken at a lively tempo, with instrumental and vocal assist from the Blue Chips, comprising sax, trumpet and rhythm.

Nothing here for the needling in coin quarters.

(Continued on page 134)

## Television Set Distribution Begun by Chicago Coin Firm

CHICAGO, Aug. 2.—Coin Machine Service Company, thru Harold Pincus, announced Tuesday (29) that it is now handling the distribution of three models of television sets for sale or lease thru operators to locations. Firm is widely known as a supplier of service kits and parts for use on coin machines.

Pincus stated that the three models that are now on display in the firm's headquarters are RCA smaller type set, measuring 15 by 19 by 16 inches, with screen that shows a 23-square-inch picture; RCA tavern size, measuring 14½ by 26 by 19 inches, featuring a screen that shows a 52-square-inch picture, and General Electric combination radio and television set, measuring 22 by 27 by 38 inches, which gives a 50-square-inch picture.

### Makes Statement

"I believe," Pincus said, "that operators who are now feeling the slow down in play in their tavern locations while telecasts are reporting the various popular sporting events will be able to readily meet the situation head on by either selling or renting location owners television sets. The already established juke box operators who now have a live connection with locations are the natural outlets for television sets. The operator cannot only be certain of holding his music location but show an increase in income by selling or renting television sets."

Pincus pointed out that the operator by handling the tele sets on a sale or rental basis can be in a position to talk to both the location owner who does not want to make the necessary investment that an outright sale would entail, as well as to the location owner who would rather make an outright purchase, in which case the operator would make a sizable commission. Pincus also stated that he was not suggesting a rental fee that would be practical for the operators to charge but that the figure would be worked out soon.

### First Local Attempt

Innovation by Coin Machine Service marks first attempt by local coinmen to put television on paying basis as far as operators are concerned. Since television sets began appearing in tavern locations in noticeable quantities in the past six months, many operators have viewed the situation from different standpoints. Some have expressed the opinion that tavern tele sets repre-

sented a temporary situation. Others have stated that as more and better tele programs have become a reality, juke box play in locations with video sets has dropped off.

Consensus of tavern owners on tele subject also has differed somewhat. Some say that after installing sets they found that customers attracted by telecasts did not give as much patronage as the customers who came prior to the tele installation, while other location owners pointed out that since their competitor had video equipment they thought they would have to get a set to meet the competition offered.

## IMMEDIATE DELIVERY!

### Brand New 5-BALL GAMES

- ★ Williams' TORCHY
- ★ Exhibit's RANGER
- ★ Gemco's HONEY
- ★ Bally's BALLYHOO
- ★ Keeney's CAROUSEL
- ★ Chi Coin's PLAYBOY
- ★ Gottlieb's LUCKY STAR
- ★ United's MEXICO

### GUARANTEED RECONDITIONED EQUIPMENT—IN A-1 CONDITION

#### PINS AND ARCADE

- Seeburg Rayolite \$ 39.50
- Rock-Ola Ten Pins 39.50
- Hockey Front Play 49.50
- Champion Hockey 49.50
- Bowling League . 49.50
- ChiCoin Hockey . 79.50
- Skyfighter (Conv. Gun) . . . . . 99.50
- Bank Roll, 9 Ft. . 99.50
- Supreme Skee Roll 99.50
- Supreme Bolascro 129.50
- Genco Playball . 129.50
- Jatco Roll-a-Barrel 149.50
- Life League (Like New) . . . . . 149.50

1/3 dep. bal. C. O. D. Crating extra on games



#### COIN

- Coalee (Like New) . . . . . \$179.50
- Bowl-a-Way, 11" 6", Free Ball 149.50
- 1946 Ten Strike. 229.50
- Hi Score (Roll-down) . . . . . 249.50
- Genco Total Rolls 249.50
- Gottlieb Skee-ballette . . 79.50
- Race King, P.O., 1-Ball . . . . . 49.50
- Santa Anita, F.P., 1-Ball . . . . . 49.50
- School Days . . . . . 39.50
- Victory . . . . . 59.50
- Three-Up . . . . . 29.50
- All American . . . . . 29.50
- Owl (Conv.) . . . . . 59.50

#### SLOTS

- Pace All Star, 10¢ \$29.50
- Jennings Four Star, 10¢ . . . . . 79.50
- Lucky Lucre, '41 Console . . . . . 89.50

#### PHONOGRAPHS

- Wurlitzer 616 . . \$ 89.50
- Melotone Line-Up, 16-Record . . . . 99.50
- Rock-Ola Standard 179.50
- Rock-Ola DeLuxe 199.50
- Wurlitzer Victory 229.50

Brand New MARVEL'S POP-UPS . . . . . \$29.50

## Wisconsin's Leading Distributors UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

**JOHNNY TYLER** (Victor 20-2368)  
*Behind the Eight Ball*—FT; V.  
*I Don't Know Where To Go But I'm Goin'*—FT; V.

Singing in lusty outdoor fashion, with plenty of voice and verve in his vocals, Johnny Tyler takes both of these Westerns in good stride. And both good ditties with the hot fiddle, guitar and piano of the Riders of the Rio Grande providing strong rhythmic support along with their own pert instrumental riding to space the singing stanzas. Sings it at a fast clip for Jenny Lou Carson's *Behind the Eight Ball*, where he finds himself with his baby, and at a bright tempo for Luther Higginbotham's *But I'm Goin'* novelty.

Phono fans will go along with Johnny Tyler *Behind the Eight Ball*.

**ZEKE MANNERS** (Victor 20-2349)  
*Met a Texas Gal*—FT; VC.  
*You Are So Different*—FT; VC.

Zeke Manners calls on the Singing Lariateers out of his band to carry this couplet. And providing the singers with smooth and rhythmic instrumental support, sparked by the fiddles and guitars, the boys come thru on both counts. Lariateers harmonize it sweetly and most engagingly for the maestro's own *You Are So Different* ballad, taking a brighter beat with a spirited solo voice in the lead for a catchy rhythm novelty in *Met a Texas Gal* (In Cal-i-for-ni-a).

Cowboy crowds will crowd the coin chutes for this couplet.

**TEXAS JIM LEWIS** (Decca 46063)  
*The Covered Wagon Rolled Right Along*—FT; V.  
*Beaver Creek*—FT; V.

Two top mountain novelties which Texas Jim Lewis sings in spirited style to effect. And with his Lone Star Cowboys cutting with hot fiddle,

accordion and guitar licks in the Western tradition, the twosome is entirely toothsome. Adding to the song attraction is the vocal trio assist for both *The Covered Wagon* and the traditional *Beaver Creek* jingle ditty, both taken at a lively clip.

Coins will roll for *The Covered Wagon Rolled Right Along*.

**CURLY JOE** (Continental C-5076)  
*I'll Keep on Loving You*—FT; V.  
*Ridin' Home*—FT; V.

With patos pitched in his sweet baritone pipes, Curly Joe projects it nicely enough for Floyd Tillman's torch ballad, *I'll Keep on Loving You*, the accordion, fiddle and guitar of the Knights of the Range sustaining a smooth rhythmic flow. More effective for the balladeering than for the *Ridin' Home* ranger song which he harmonizes with the boys in the band. Takes both at a moderately-paced tempo.

Phono appeal mostly in *I'll Keep on Loving You*, the song lending attraction to the singer.

**THE KING COLE TRIO** (Capitol B444)  
*I Miss You So*—FT; V.  
*I Think You Get What I Mean*—FT; V.

Nat Cole's versatile song stylings and the finely wrought blends of piano, guitar and bass make for a twin-sided ear treat. His warm and intimate manner of ballad shaping is in full evidence as he interprets *I Miss You So*. Flip is a moderately paced blues item tastefully voiced

by Cole, with clever piano-guitar-bass interplay rounding out the enjoyment.

Couplet is a nickel tempter, with choice play going to *Miss You So*.

**PEGGY LEE** (Capitol B445)  
*It Takes a Long, Long Train With a Red Caboose To Carry My Blues Away*—FT; V.  
*Just an Old Love of Mine*—FT; V.

Looks like the Dave Barbour-Peggy Lee cleffing team has done it again with the click-headed *Just an Old Love of Mine*. Quietly voicing the tender lyrics of their latest creation, mood is soft and warm with the vocal charmer's style at its intimate best. Hubby Dave Barbour's guitar leads a small studio group in setting the romantic scene here, and in laying down the shuffle beat for the rhythmically contrasting topside. Miss Lee injects a pulse into her pipes as she shouts the wordage deep in the groove for the blues-flavored *Takes a Long, Long Train*.

Both sides are definitely coin-worthy, but it's the *Honor Roll of Hits* candidate, *Old Love of Mine*, that will grab the gold.

**HAL DERWIN** (Capitol B446)  
*On the Avenue*—FT; V.  
*How Lucky You Are*—W; V.

Capitol, who with the exception of Benny Goodman, has built up its own artists, is now getting behind the newly formed Hal Derwin ensemble to round out its catalog with a straight sweet dance ork. To help Derwin in his disk climb, label turns over the English hit import (Accordion) *On the Avenue*, which appears destined to climb the American tuneladders for a thoroly rollicking spinning. Supported by a gal duo tagged the Co-eds, Derwin clicks with his voicing of the novelty spiced ditty. Whistling group comes in after each stanza to give side a happy, waltzy flavor. Patterned for dancing, Derwin's ork style makes for pleasant listening as well. Arrangements give reeds full prominence with muted brass kept in the background. Flip is a restful waltz, capably warbled by the maestro.

It's the *Avenue* side that will attract the buffalo-heads.

**SMILIN' ED McDONALD** (Capitol B447)  
*The Teacher Song*—FT; V.  
*I'm a Kitty Katty Wampus Superdoo*—FT; V.

Radio's tale-spinner, Smilin' Ed McDonald, comes up with another slice of moppet-wax that should tickle the youngsters. Disk carries two of the "song stories" he has used on his broadcasts. Topside bears a tale about the kid who dreams he has switched places with his teacher. Mated surface deals with animal characters.

Not for jukes.

**MERLE TRAVIS** (Capitol Americana A40026)  
*Fat Gal*—FT; V.  
*Merle's Boogie Woogie*—FT; V.

Merle Travis lifts his folksy pipes to sing the laurels of his *Fat Gal*. Aimed to pull chuckles from the cracker-barrel crowd, humor gets a bit rough in spots. Broadcasters will probably find lyrics "not in good taste." Travis goes on an eight-to-the-bar kick for the flip. He slings the wordage to the brightly paced Western blues item, taking a couple of guitar breaks between choruses. Guitars and fiddles are used for the accompaniment on both sides.

Little here to attract rural coinage.

**WALLY FOWLER AND THE GEORGIA CLODHOOPPERS** (Capitol Americana A40027)  
*Unlock the Door*—FT; V.  
*It's Too Late for Tears*—FT; V.

Georgia Clodhoppers (fiddles, guitar and accordion) provide the homespun setting for Wally Fowler's folk

chants. A lively beat sets off his *Unlock the Door* lament. Reverse spins at a slower pace. Fowler voices both with an authentic lilt.

For rural juke spinning where *Unlock* will snare change.

**GEECHIE SMITH** (Capitol Americana A40029)

*And I Wants To Thank Ya*—FT; V.  
*Wild, Mild and Mellow*—FT; V.

Half reciting, half shouting, Geechie Smith rolls out the lyrics for an unconvincing item, *And I Wants to Thank Ya*. Blues-tinged reverse shows Smith in a better vocal light, coming up with an earthy chanting of *Wild, Mild and Mellow*. A small and groovy jazz group adds considerably to sides' merit.

Any coins thrown this way will be for the B side.

**MILO TWINS** (Capitol Americana A40030)  
*Coo See Coo*—FT; V.  
*Pretty Mama Boogie*—FT; V.

Label adds still another folk group to its catalog, this time the mountain-country duo chanting Milo Twins. Singing in typical hill-land fashion, pair warbles the baby-talk love ditty *Coo See Coo* backed by the hillbilly eight-to-the-bar *Pretty Mama*.

For hill-country phonos.

**GENE PHILLIPS** (Modern 20-527)  
*Big Legs*—FT; V.  
*Just a Dream*—FT; V.

With a small jazz group pouring on the rhythmic contagion, Gene Phillips shouts the lyrics in a righteous fashion for these race sides. Topside carries a conventional blues item chanted in typical race fashion. With full rhythmic feel in his pipes he offers a meaningful reading of the race face, *Just a Dream*.

A nickel nudging couplet at race locations with *Just a Dream* getting the choice spin.

**HADDA BROOKS TRIO** (Modern 153)  
*Don't Take Your Love From Me*—FT; V.  
*Hungarian Rhapsody No. 2 in Boogie*—FT; V.

With guitar and drum joining her Steinway for the rhythmic backdrop, Hadda Brooks comes up with an expressive vocal rendition of *Don't Take Your Love From Me*, singing the ballad in an easy and relaxed manner. Franz Liszt's *Hungarian Rhapsody No. 2*, which has been holding up quite well thru the years, is poured into a boogie mold and survives the eight-to-the-bar stretch. While Miss Brooks displays little originality in her synco adaptation of the classic, there's enough of the well known refrain to come to the surface which, when spiced with a boogie beat, makes for an ear-catcher.

Liszt plus boogie should equal coins for the B side.

**FRANKIE LAINE** (Atlas FL 147)

*You've Changed*—FT; V.  
*S'posin'*—FT; V.

Recording for Mercury, Frankie Laine is still cutting for Atlas, the Coast indie label that gave him his first wax break. In his latest effort for the California diskery, Laine spins out with two items warbled in his typical pulsating vocal style. Singing with expression, a definite rhythmic feel in his pipes, he turns in a particularly appealing interpretation of the ballad-paced *You've Changed*. Carl Fischer's ork accompaniment, revealing a modern well conceived arrangement by Frank Dunlap, helps create the meditative mood. Pace brightens for *S'posin'* with Laine providing the rhythmic lift to the lyrics.

With Laine's spinning stature mounting, ops are sure to cash in with this twosome.

**JO STAFFORD** (Capitol 443)

*Love and the Weather*—FT; V.  
*Feudin' and Fightin'*—FT; V.

An appropriate follow-up for her sock performance as "Cinderella G. Stump in the Red Ingle *Timtayshun*, Jo Stafford returns with another hill-burly item. This time it's her rib-

# RECORD REVIEWS

(Continued from page 133)

**NEW GAMES**

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tickling version of *Feudin' and Fightin'*, the mountain-flavored ditty that has already gained wide acceptance on the strength of the Dorothy Shay dinking. Side kicks off with a clever twist, actual sound effects of two rifle shots. Starlighters (vocal group) and Paul Weston's ork combine talents to add to the side's corn content. Reverse offers the better-known facet of the Stafford song personality in Irving Berlin's latest ballad, *Love and the Weather*, sung in the vocal charmer's typical smooth-as-silk manner. Tune holds strong Honor Roll of Hits promise.

A double-header that will score doubled profits for the phono ops.

**TEX RITTER (Capitol Americana A-40020)**

*Toodle-loo My Darlin'*—FT; V.  
*Teach Me To Forget*—FT; V.

Two Tex Ritter originals are offered on this couplet with neither promising to cause much stir in folk circles. Small string group sets the Western beats as Ritter bids the vocal farewell in *Toodle-loo*. Music and words offer little that hasn't been heard before. Slower-paced mate is a typical sagebrush lament. Ritter weeps the lyrics to a fiddle-guitar background.

Any coin interest here will be centered on the topside.

**WESLEY TUTTLE (Capitol Americana A-40021)**

*Why Do I Love You, Oh Why?*—FT; V.  
*If You Ever Need a Friend*—FT; V.

Wesley Tuttle easily warbles the Smoky Rogers-Wally Pritchard tune, *Why Do I Love You?* with the Texas Stars providing the Western swing accompaniment. The love is gone, he promises to be around *If You Ever Need a Friend*. Latter ballad is voiced in a restful manner.

Rural juke feeders will find *Why Do I Love You?* spin-worthy.

**JOE ALEXANDER (Capitol Americana A-40023)**

*Cling to Me, Baby*—FT; V.  
*Everything You Said Came True*—FT; V.

The rich bary pipes of Joe Alexander are offered against a tasty background of a male vocal group and instrumental combo consisting of Dave Cavanaugh's tenor sax and Rico Valesse's trumpet plus rhythm wing. *Cling to Me*, a Cavanaugh original, is cut from typical slow blues cloth. While he capably handles this item, Alexander's soulful and expressive style is used to better advantage on the ballad oldie, *Everything You Said Came True*.

Everything will snare loose change in automatic phonos.

**THE OKLAHOMA SWEETHEARTS (Capitol Americana A-40024)**

*Remember Me*—FT; V.  
*I Won't Care*—FT; V.

Newcomers to this label, Oklahoma Sweethearts (fem duo) present their homespun blends in typical mountain fashion. With fiddle, mandolin and guitar injecting the old-time hill country flavor, lasses chime in pleasingly for *Remember Me* and *I Won't Care*.

For mountain music lovers.

**KARL AND HARTY (Capitol Americana A-40025)**

*Blondes, Brunettes and Redheads*—FT; V.  
*Cheatin' Women*—FT; V.

Mountain troubadours Karl and Harty come thru with two right smart ditties of their own that'll spur chuckles. Warbling in a folksy manner, duo analyzes the shortcomings of *Blondes, Brunettes and Redheads* and continue to be unfair to the fair sex in *Cheatin' Women*. Mandolin and guitar provide the accompaniment.

For rural phonos.

**BASIN STREET BOYS (Exclusive 247)**

*I'll Get Along Somehow*—FT; V.  
*Exactly Like You*—FT; V.

Piano, bass, guitar and drum define the bouncy beat for Gene Price's

swinging vocal styling of the Jimmy McHugh-Dorothy Fields *Exactly Like You*. Lads chime in to lend vocal assist with instrumental spotlight falling on Irving Ashley's groovy guitar and Milton Raskin's Steinway. Ormand Wilson dusts off the oldie *I'll Get Along*, styling the lyric in a convincing manner.

*Exactly Like You* is the side with the coin pull here.

**JOHNNY MOORE'S THREE BLAZERS (Exclusive 246)**

*I Cried for You*—FT; V.  
*Pasadena*—FT.

Oscar Moore, King Cole Trio guitarist, sits in with Charles Brown (piano), Johnny Moore (guitar) and Eddie Williams (bass) for a groovy spin at *Pasadena*. Pliable riff pattern is introduced at the start by the foursome in vocal unison. Their instrumental talents then take over for an interesting series of variations on the theme. Chanting from his keyboard, Charles Brown turns in a meaningful voicing of the evergreen *I Cried for You* with Williams and Johnny Moore completing the instrumental threesome.

*Cried for You* may nudge a few nickels.

**RICKEY JORDAN (Exclusive 248)**

*Drop Dead*—FT; V.  
*Stormy Weather*—FT; V.

Innocuous but with a contagious beat in its favor, Rickey Jordan's original *Drop Dead* catches the ear as a clever novelty, thanks to the lad's capable rhythm singing. Side gains additional strength from Lucky Thompson's tenor sax obbligato and capable support from the accompanying rhythm wing. Just to make sure the listener gets the point, wind and thunder sound effects are used at the start and end of *Stormy Weather*. Despite these realistic touches, Jordan turns in a thoroly convincing interpretation of the standard. A finely fashioned backdrop of guitar, bass and piano serves as the accompaniment.

*Drop Dead* will tempt the phono feeders.

**DEUCE SPRIGGENS (Coast 263)**

*Smoke, Smoke, Smoke*—FT; V.  
*Oh, I Went and Got a Bucket for My Tears*—FT; V.

Deuce Spriggins marks his initial bow for this label with one of the season's better song bets, *Smoke, Smoke, Smoke*. Western swing group supplies the bright beats as Spriggins rolls out the lyric in typical Phil Harris fashion. Lads offer vocal assist

for the chorus breaks. Polka-flavored reverse is presented in a tongue-in-the-cheek manner.

Smoke's mounting stature promises revenue for the topside.

**ZACK DANTE (Future Music 1001-03)**

*I Found a Lovely Dream*—FT; VC.  
*Taxi Jump*—Instr.  
*Two Silhouettes on the Moon*—FT; VC.  
*Subway Lullaby*—FT; VC.

Future Music Publishers, an as yet unaffiliated firm, is trying its hand in the disk field, with two of the four sides issued, plugging its top pop sessions. Both *I Found a Lovely Dream* and *Two Silhouettes* show possibilities, but it's up to the two pluggers who started the plattery to get out and promote these disks before anything happens. Instrumentals, which back the pops, are strictly of the hackney variety and warrant little interest also because the jazz soloists on the record are little known tooters. With so many established bands looking for disks, this new firm could have helped its first releases by contacting a leader of an organized ork instead of this pick-up group of selected Chicago sidemen.

The two pop sides show longshot possibilities.

(Continued on page 136)

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**JACK McLEAN (Coast 8010)**

*Hokey Joe*—FT; V.  
*Deep Down in Your Heart*—FT; V.

Jack McLean injects a light Latin sparkle into the topside to catch the ear with the Melody Laners (vocal corps) deftly juggling the novelty lyric. Ork sticks to reeds and subdued brass here as on the flip. Arrangement and Don Gilbert's vocal styling of *Deep* is a bit dated but makes for easy listening. Couplet's spinning is paced for dancing.

*Hokey* will coax loose coins.

**THE HOLLYWOOD HUCKSTERS (Capitol Americana A-40022)**

*Happy Blues*—FT; V.  
*Them There Eyes*—FT.

Label makes a strong pitch for the diskophile's dollar with this one. Topside throws the vocal spotlight on Benny Goodman and Stan Kenton in a rather senseless ditty that will do little more than mildly tickle followers of both jazzmasters. As a vocal twosome, they make great instrumentalists. Flip carries a light and brightly paced Dave Cavanaugh arrangement of *Them There Eyes*, featuring the BG clary, Red Norvo's vibes, Benny Carter on alto, Charlie Shavers' trumpet, Cavanaugh on tenor sax, Joe Koch on baritone, Jimmy Rowles's Steinway dusting, Irving Ashby's guitar, Red Callender on bass and Lee Young's hide handling. There's some clean-cut tootling to be found here with top honors going to Goodman, Carter and Norvo but those assembled for this session have given waxdom meatier material in the past.

Not for nickel machines.

**GENE AMMONS (Mercury 8048)**

*Red Top*—Instr.  
*Idaho*—Instr.

With labels frantically searching for tenor sax stylists to fulfill the race demand, Mercury comes up with ex-Eckstine soloist, Gene Ammons, son of the boogie 88-er, with a quintet of semi-bebop sidemen. Group has a wide Chi following and could build nationally, for they have been weekly winner of the local *Chi Battle of Bands* show over WGES and their *Red Top* is a top hit in Chi's Bronzeville. Ammons, unlike his contemporaries, plays a less frantic (sans honk and squeaks) tenor and concentrates on melodic variations. *Rep Top* is a contagious riff, played at a very easy bounce tempo, spotting Ammons and Gail Brockman's fine open trumpet. Reverse is a novel treatment of *Idaho*, which has been done off before, but never like the hepped-up Ammons version.

A new jazz tenor to sate the swing demand.

# RECORD REVIEWS

(Continued from page 135)

**HARRY COOL (Mercury 3066)**

*Ragtime Cowboy Joe*—FT; VC.  
*Who Takes Care of the Caretaker's Daughter?*—FT; VC.

With a push on *Ragtime Cowboy Joe*, fronter Harry Cool gets into the swim with just a so-so rendition of the tune. Guy's tonsiling seems restrained, where this rhythm novelty needs a singer who'll open her wide up and really let go. Flipover is a better job, with Cool doing a lyrical mental quiz, that's cute but nowhere as spicy as the title might indicate. Band on both is not Cool's regular ork, but an eight-piece combo of radio musickers, who keep the beat just right on both sides.

Titles will create juke pull for this platter.

**STARLITE TRIO (Rego 1006)**

*As Years Go By*—FT; VC.  
*Luetta*—Rumba Instr.

Rego introduces its Hammond organ, guitar and accordion contender with this platter, which leaves much to be desired vocally and technically. Balance on both sides is not good, with instruments lacking the blend which is necessary for small combo success. *As Years Go By* features a vocal by Frankie Dell, who gives out like an operatic bary instead of a pop crooner. Guy lacks feeling and his voice is far too robust for a fervent vocal. Mating is evidently aimed at roller-skate crowd trade, for it's done in a very staccato and defined manner, without the usual fluid quality necessary for normal listening and dancing.

Little coin interest here.

**BUDDY AND CLAUDE (President 10)**

*Flying Saucers*—FT; VC.  
*I Want To Be Loved But Only by You*—FT; VC.

Buddy and Claude, well-known folk music duo heard over KWKH, Shreveport, La., have a timely novelty that should pull plenty of rustic listeners, in their parody *Flying Saucers*. Number is built about the fading myth of the fabulous pottery and should stay hot for another six weeks. Reverse, not to be confused with the race ditty, *I Want To Be Loved But Only by You*, is just an average hillbilly ballad by the Bailes brothers.

*Flying Saucers* has six weeks more to live.

**SONNY BOY WILLIAMS (Victor 20-2369)**

*Mellow Chick Swing*—FT; V.  
*G. M. & O. Blues*—FT; V.

It's the solid rock and rugged rhythm as Sonny Boy Williamson

shouts it out for his blues-styled *Mellow Chick Swing*. And just as earthy as the chanting is his harmonica blowing along with the guitar blues picking of (Big) Bill Broonzy and the down-to-earth piano chordings of John Davis. Drums and bass add rock to the rhythms. For the flip, Williamson shouts it fine and mellow in the slow race blues style, bringing in more of his harmonica blues blowing, for *G. M. & O. Blues*, calling on the railroad line to bring his baby back to him. *Mellow Chick* side, with top race blues talent on tap, makes for a choice jazz collector's cutting, with Williamson's singular efforts on the flip also fitting in such folios.

Race spots will rock with *Mellow Chick Swing*.

**JIMMY LAWSON (Columbia 37548)**

*Dangerous Ground*—FT; V.  
*Some Folks Call It Texas*—FT; V.

A sagebrush singer, putting plenty of warmth and feeling into his baritone voice for the cowboy chanting, Jimmy Lawson sells it strong for both of these sides. Guitars, fiddle and accordion space the singing as well as provide good rhythmic support in a moderately-paced tempo. Carries a lyrical torch on *Dangerous Ground*, giving vent to a nostalgic feeling for the Texas song.

Strong song selling on these sides, both good songs, will help attract coinage to them.

**SONS OF THE PIONEERS (Victor 20-2350)**

*You Never Miss the Water Till the Well Runs Dry*—FT; V.  
*Will There Be a Sagebrush in Heaven*—FT; V.

Sons of the Pioneers spotlight the smooth harmonies of the quartet for both of these ballad sides, spinning both to good returns. It's a slow torch ballad of Tin Pan Alley quality for *You Never Miss the Water*, which they sing leisurely to fiddle and guitar strums, and to which they add an Ink Spots touch in the deep bass voice telling the moral of the song. Take it at a more moderate pace for the plaintive and tuneful *Sagebrush in Heaven* ballad, which spins just as smoothly in their easy flow of lyrical harmonies.

Coin chutes will carry the *Miss the Water* side where the torchie tunes are tops.

**LONZO AND OSCAR (Victor 20-2309)**

*Ole Buttermilk Sky*—FT; V.  
*Take Them Cold Feet Outa My Back*—FT; V.

Two boys out of Eddy Arnold's troupe, Lonzo (George) and Oscar (Sullivan) are devoted to the new hillbilly fad of giving a hoe-down twist to the pop tune in their backwoods style of monotone singing. And with their Winston County Pea Pickers on mandolins and guitars strumming a brisk toe-tapping rhythm in support, team takes it in the favored rustic style for *Ole Buttermilk Sky* to make it a rural funfest. Just as effective is their lyrical indignation in their own comedy novelty, *Take Them Cold Feet Outa My Back*.

Both sides will pick up coins in the phono spinning.

**PAUL HOWARD (Columbia 37547)**

*Lazy Morning*—FT; VC.  
*Lovebug Tennessee*—FT; VC.

It's spirited and thoroly toe-teasing country-style dance music that Paul Howard and his Cotton Pickers pick out for both of these sides, with the hot fiddle, guitar and piano whipping out the hot licks in hoe-down style. And to each, maestro Howard sings out lustily in easy-going fashion. Both songs, both by Fred Rose, fall easy on the ears and the dinking is in

top order for the country dancing. *Lazy Morning* gets the shade for the music box spin.

**ROY ROGERS (Victor 20-2320)**

*On the Old Spanish Trail*—FT; V.  
*I've Got a Feelin'*—FT; V.

The boots-and-saddle balladeering of Roy Rogers rings a plaintive and nostalgic note as he sings it lustily in full voice for the *Spanish Trail* ballad from his movie of the same name. In keeping with the tenor of the tune, Spade Cooley's music provides a fetching on-the-trail rhythmic background to add to the lyrical attraction. For the flip, Rogers sings it in breezy style at a faster clip for a catchy rhythm ditty in *I've Got a Feelin'*, lyrically keyed to disillusioned love, with the guitars and fiddles of Country Washburne's music sustaining a smooth rhythmic background.

Roy Rogers fans, who must be legion, will like both spinings, with the movie tie giving added coin incentive to the *Spanish Trail* side.

**ERNEST TUBB (Decca 46061)**

*You Hit the Nail Right on the Head*—FT; V.  
*Two Wrongs Don't Make a Right*—FT; V.

With plenty of pathos in his outdoor baritone piping, Ernest Tubb delivers both of these original torch ballads in tip-top fashion. Makes it meaningful as he waxes the wordage in a moderate tempo sustained by fiddle and guitar strums to make him a highly engaging cowboy troubadour.

*Two Wrongs Don't Make a Right* gets the needle nod over the repetitive *Hit the Nail*.

**CLIFF CARLISLE (Victor 20-2351)**

*You Just Wait and See*—FT; V.  
*Death by the Roadside*—W; V.

A lusty outdoor troubadour with his pipes bringing out all of the pathos expressed in the lyric, Cliff Carlisle takes both of these Western folk songs in good stride. Guitar and fiddle strums of the Buckeye Boys sustain the rhythmic flow for his singing. Takes it at a moderate tempo for his own torch ballad, *You Just Wait and See*, with a slow waltz tempo as he injects a tear in his tenor voice for *Death by the Roadside*, the result of a drunken hit-and-run driver.

Cowboy folk will favor Cliff Carlisle's chanting for their home phonos.

**HIRAM HIGSBY (Apollo 146)**

*Daisy Put on the Coffee Pot*—FT; V.  
*I'm Goin' Back to Whar I Come From*—FT; V.

A hayseed singer, with the guitar, clarinet and accordion of Chuck Davis and the Gang providing the pert rustic rhythms, Hiram Higsby gets it over with fine spirit rather than voice for two delightful hillbilly novelties. Has the advantage of better comedy-flavored wordage for Carson Robinson's *I'm Goin' Back*, but is just as jovial for the *Daisy* ditty.

Music ops will stack up both sides in the machines.

**BROWNIE MCGHEE (Savoy 5538)**

*Auto Mechanic Blues*—FT; V.  
*Country Boy Boogie*—FT; V.

Not only does this spinning afford some fine and earthy race blues singing in the efforts of Brownie McGhee, but also gives forth an instrumental background that makes it a waxing for the hot jazz diskophiles. The rhythmic support for a breezy *Country Boy Boogie* includes some earthy boogie-woogie piano stylings by Jack Dupree along with a guitar picker who arrests the attention. Less restrained is McGhee's sing-shouts for the slow and salty *Auto Mechanic Blues* set to a deep down blues support by Dupree at the keyboard and Baby Dodds at the drums.

Both sides stack up strong for the backroom locations at the Harlem hotteries.

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DUKE HENDERSON (Apollo 384)

Women's Blues—Parts I & II—FT; V.

A lusty blues shouter, with John (Shifty) Henry and his All-Stars providing a bright and jam-packed rhythmic support, Duke Henderson takes both sides of the spin to sing the maestro's Women's Blues. For the starting side, he sings a goodbye to all his women since he's leaving town. And gets more righteous, as does the band in making the rhythms and solo ridings more pronounced. on the mated side where he sings of his search for a woman he can trust to share his happy home.

Part II side spins brighter for the phono play.

BULL MOOSE JACKSON (Super Discs 1045)

Keep Your Big Mouth Shut—FT; VC. Memphis Gal—FT; VC.

Altho an ordinary rhythm blues shouter, Bull Moose Jackson has the advantage of song material in Keep Your Big Mouth Shut to carry the spin. His small jump band provides a shuffle boogie background rhythm along with responsive vocal assist by the entire ensemble. Fares much better for the slow race blues on the mated side, taking it in good stride for the easy rider Memphis Gal blues about his big fat gal.

Title may bring some coin attention to Keep Your Big Mouth Shut.

COUSIN JOE (Savoy 5536)

Old Man Blues—FT; V. Too Tight To Walk Loose—FT; V.

In spite of synthetic blues support from the Al Casey Quartet that includes Casey's aimless guitar ramblings and Hoggie Beetle at a piano that is lost in the balance, Cousin Joe cuts thru with some solid and deep earth blues shouting for both of these race doggerels. Sings it spicy for the salty Old Man Blues in which he correlates the sex span of a man's life, becoming even more ruggedly suggestive for the Too Tight To Walk Loose blues on the mated side.

For the backrooms at the Harlem bars.

SAX KARI (Apollo 389)

Play It Cool Blues—FT; VC. The Signifyin' Monkey—FT; VC.

His own band, fully instrumented and spinning smoothly to sustain a solid rhythmic flow, maestro Sax Kari carries both of these race doggerels to good returns. Packs a load of pathos in his pipes as he literally cries the blues for the slow and sultry Play It Cool Blues, in which he sings so-long to his baby. And at a faster clip, talks his way thru his own patter rhythm novelty, The Signifyin' Monkey jingle ditty of the jungle.

Race spots will find these to their liking.

SONNY BOY AND SAM (Continental C-6055)

I Wonder Who Is Holding You—FT; V. Mama Blues—FT; V.

This is a combination of Sonny Boy singing the race blues in a high shrill voice to his guitar strums with Sam at the piano adding blues chant in more rugged fashion. But neither of the boys make much of an impression, either vocally or instrumentally. Nor is there much meaning to their song selections, and it all sounds like old-time jazz coming from a cracked record. Sam moans the slow blues for Mama with Sonny Boy screeching out a blues obligato that makes it add up to a tinny spin. Nor is there any substance to Sonny Boy's solo screeching for the I Wonder side.

No coin appeal for the race spots in this plattering.

THE SINGING CRUSADERS (Super Discs 1037)

When the Roll Is Called in Heaven—FT; V. I Cried Holy—FT; V.

A fine spiritual singing group that achieves a beautiful harmony blend as they phrase the hymns with full religious and rhythmic meaning. Crusaders sing it slow and with full

sensitivity for a beautiful When the Roll Is Called in Heaven hymn, contrasting their delicate harmonies with solo passages by the tenor and basso. The rhythmic phrasing is more pronounced for I Cried Holy, spinning at a more moderately-paced tempo. Guitar strums accompany, and for those who favor the Negro spiritual singing, the Crusaders are out of the top drawer.

For the parlor play.

JACK STAULCUP (Tower 1400-01)

Oh, Monah—FT; VC. Nita—FT; VC. How Many Times?—FT; VC. I Need Lovin'—FT; VC.

Jack Staulcup and his ork make their wax start on these four sides,

with the fronter wisely selecting tunes popularized by Joe Sanders, Orrin Tucker and Tiny Hill. Staulcup's vocal delivery is a combination of all three and guy is flexible enough to adapt his pipes to any of the three's work on the tunes, where needed. Band, a tenor commercial unit, is utilized mostly for backing, but in spots it gets, does a very listenable and danceable job. On Nita, which is Staulcup original and his theme, guy does just okay straight croon job on lyrics.

Staulcup looms as a commercial winner.

JACK OWENS (Tower 125)

How Soon—FT; VC. Begin the Beguine—FT; VC.

Jack Owens, the ABC Breakfast

Club troubadour, does a triple threat on this one, doing his own tune, How Soon, on the A side. Owens, who has several hits to his credit, including the Hut-Sut Song; Hi, Neighbor and Cynthia's in Love, has a sneaker item in this recording, which is the first on a tune with good possibilities. Tune has lyrics with a message, plus a catchy melody. Flipover is one of the few vocal renditions of the standard, Beguine. Side is done in semi-Latin tempo, with Owens getting plenty of lift into his interpretation. Eddie Ballantine's radio crew do nice back-up job on both.

Both sides show good prospects for nickel snares.

(Continued on page 138)

Advertisement for Empire Coin Machine Exchange. Features a large graphic of the store's entrance with the sign 'EMPIRE SUPER MARKET'S' and 'OUR SUPER VALUES!'. Below the sign are several tables listing prices for various coin-operated games and machines, including pin games, counter games, slot machines, arcade machines, and consoles. The ad also includes contact information: 1012-14 MILWAUKEE AVE., PHONE HUMBOLT 6288, CHICAGO 22, ILL.

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**RECORD REVIEWS**

(Continued from page 137)

**LARRY VINCENT (Pearl 14-15)**  
*When the Sun Says Goodnight to the Mountain*—FT; VC.  
*Little Small Town Girl*—FT; VC.  
*Sweetheart Polka*—FT; VC.  
*I Wonder Who's Kissing Her Now*—FT; VC.

The entire focal point of these four sides is vocalist Larry Vincent, one of the few singers on record today who can put over the old vaudeville "tear in the voice" style. Guy packs a poignant note in all his vocalizing and he's chosen a quartet of tear-jerking tunes for these two platters. First two tunes are unknown ditties, but after a Vincent treatment, will certainly get more hearing. *Sweetheart Polka* is at a faster tempo and will click not only for listening but dancing as well. *I Wonder Who's Kissing Her Now*, by Vincent, is bucking major competition but for those who like their lyric delivery filled with pathos, this version's a winner.

Locations catering to older folk should take to these sides.

**FRANCES LANGFORD (Mercury 5057)**  
*Please Don't Play No. 6 Tonight*—FT; VC.  
*Pretty Soon*—FT; VC.

Mercury is banking on the nostalgic value of *Please Don't Play No. 6 Tonight*, for the tune became almost a watchword with G.I.'s stationed on Okinawa, where it was piped thru the central p.a. system every day for months. Frances Langford handles the lyric in the semi-humorous manner, which it requires. Reverse is a ballad, which seems to lack the melody or lyric to inspire anyone and that includes the chirp on this side.

Okie vets may give No. 6 nostalgic nickeling.

**BIG SLIM (Dixie 113-114)**

*Foggy River*—FT; VC.  
*Hannah*—FT; VC.  
*Billy Venero*—FT; VC.  
*What Is Life Without Love?*—FT; VC.

Big Slim, on his first four sides for this new label, gets some first-class Western material and does a topnotch job with it. Currently heard over WWVA, Wheeling, W. Va., the rustic singer displays a versatile voice in handling a sad ditty, like *Foggy River*, the Fred Rose standard, and coming back on the flipover to do a good comedy job on *Hannah*, a hill-billy take-off on *Open the Door, Richard*. Slim does his best job on *Billy Venero*, a melody epic, about a cowhand who stopped an Indian raid singlehanded. Tune is a cinch for good consumption, especially in the Southwest. *What Is Life* is in an up tempo and Slim doesn't seem to find this rhythm his best vehicle, with whole performance shoddy.

The first three sides must be spotted directly but will do good business.

**THE MAYSE BROTHERS (Dixie 108)**

*Don't Spoil Your Pretty Eyes With Tears*—FT; VC.  
*Bluefield Blues*—FT; VC.

With many labels pushing hillbilly duos, the Mayse Brothers, late contenders in the field, don't have to worry about established wax competition for they offer something new in their whispering renditions. Boys pay more attention to the proper vocal blend than a lot of volume and resultant work is ear-arresting. *Don't Spoil* is a spiritual-type ballad, with their soft-worded treatment especially suited. Flipover is a distinctive melody about the Virginia hill country that again showcases Budge and Fudge nicely.

The Mayse Brothers will pull coins with their originality.

**MILLS BROTHERS (Decca 23979)**

*Oh! My Achin' Heart*—FT; V.  
*What You Don't Know Won't Hurt You*—FT; V.

The tune tailor-made for their tal-

ents in giving both sentimental and rhythmic expression to a melody, the solo and blended harmonies of the Mills Brothers, singing to guitar accompaniment, make it a needling nicety for the tuneful and easy-flowing *What You Don't Know Won't Hurt You* ballad. And just as effectively for *Achin' Heart*, taken at a brighter tempo with the brass-choir effect in their sustained harmonies giving added color to the solo singing.

*What You Don't Know Won't Hurt You* is real coin bait.

**EL INDIO (Continental C-1177)**

*I Have No Tears*—FT; V.  
*My Passion*—FT; V.

The sweet-tempered tenor singing of El Indio, singing the Spanish lyrics of these Latin lullabies, falls easy enough on the ears. But the piping could be framed in a more attractive musical setting than that provided by the Lazaro Quintero ork, which displays no real feel for the Latin styling and is undoubtedly a slapped-together studio aggregation with a wavering trumpet man. Indio takes an opening chorus to build interest which is lost entirely when the band takes a second frame to finish out the spin without returning the singer. Lively samba beat is set for *I Have No Tears (No Tengo Lagrimas)*, which has just been given a *Come to the Mardi Gras* set of lyrics. And it's the bright rumba beats for the tuneful *My Passion* ballad.

Little coin lure in this cutting.

**JOSE ITURBI (Victor 10-1315)**

*Allegro Apassionato—Parts I & II—W; FT.*

Fitting his fiery temperament, Jose Iturbi gives a brilliant and technically sparkling piano interpretation of Saint-Saens' *Allegro Apassionato*, which is descriptive of the title as it spins out the varying moods over the two 10-inch tracks. And while the music itself may not be well known, Iturbi's masterful playing gives it much attraction.

For the home library shelf.

**HOOSIER HOT SHOTS (Decca 46062)**

*You Kissed Me Once*—FT; V.  
*The Musket Came Down From the Door*—FT; V.

A reissue of two delightful rustic and rhythmic novelty ditties that lends itself well to the smooth harmonies of the Hoosier Hot Shots along with their cornfed music making. It's a cute and catchy kissing song for *You Kissed Me Once*, with the clary and dime-store whistle carrying the musical interludes, mating with the comedy mountain music of *The Musket Came Down*, for which the washboard sparks the rhythms.

Still plenty of coin power in this plating.

**ALEJANDRO DE MONTENEGRO (Detec-  
nal 101-102-103-104)**

*El Hijo de Juan Charrasquedo*—FT; V.  
*Amor Malvado*—FT; V.  
*En Mi Vida*—FT; V.  
*Triguenita*—W; V.  
*Media Noche*—FT; V.  
*Corrido de Tijuana*—W; V.  
*Tijuana*—W; V.  
*Mi Chata*—W; V.

Another Coast indie makes its bow, this one devoting its product exclusively to the Latin trade. Cut in Tijuana and pressed this side of the border, disks offer authentic examples of beyond-the-Rio music-making. Alejandro uses his full bary pipes to good advantage in interpreting these eight Latin melodies. Accompaniment is provided by a typical south-of-the-border ensemble consisting of strings and a lone trumpet. A bright four-quarter beat is used as he relates the tale of *El Hijo de Juan*. Balladist sings the contrastingly slower fill with romantic expression. Voicing the lyrics lightly, he takes *En Mi Vida* at a rapid pace. A lively

introduction in four-quarter time preludes the moderately paced waltz *Triguenita*. With strings setting the nocturnal mood, Alejandro sings *Media Noche* with emotional feeling. Reverse spins brightly with *Corrido de Tijuana*. *Tijuana*, another lyric dedication to the Coast border town, makes a lively waltz. A more moderate three-quarter pattern paces the appealingly melodic reverse. All sides are marred by muddy reproduction.

For bordertown boxes.

**FOUR CHICKS AND CHUCK (MGM 10048)**

*Kate*—FT; V.  
*Wait'll I Get My Sunshine in the Moonlight*—FT; V.

Stepping out on their own from behind Kate Smith, there's a solid rhythmic blend in the harmony singing of the Four Chicks and Chuck. And with plenty of youthful spirit in both their singing and scoring, along with Jack Miller's music to provide full-bodied support, there is bound to be a deepening wave of enthusiasm for their full-fashioned rhythm harmonies. Make a marked impression with Irving Berlin's catchy girlie ditty, *Kate* and contrast it effectively in the slow ballad and rhythm tempo for the bouyant *Sunshine* song on the mated side.

Kate should bring plenty of coin attention to these singing Chicks and Chuck.

**HELEN HUMES (Mercury 8047)**

*Jet-Propelled Papa*—FT; VC.  
*Blue and Sentimental*—FT; VC.

Songstress Helen Humes goes into the atomic verbiage for the very pertinent and punchy lyrics of her Mercury opener. Melody is an easy jump number, which packs a solid wallop with its enticing lyrics. Chirp extols her daddy, who's built for the modern age and words pull the kind of chuckles that race fans like on wax. Reverse is in a bluer mood, with la Humes supplying lyrics to *Blue and Sentimental*, an instrumental number well known to Negro fans because of Count Basie's Decca waxing in the 30's. Tune is packed with pathos and isn't as good a vehicle for the gal as the A-side.

Jet Propelled Papa will generate nickel interest.

**MOONLIGHT MOODS—Buddy Cole at the  
Console (Capitol BD-54)**

Wrapping up eight sides of platter pleasantries, Buddy Cole's pipe organ interpretations of fave tunes create a thoroly satisfying and relaxing mood. Enjoying his console caressings are such yesteryear romantic items as *You and the Night and the Music*; *Good Night*, *Sweetheart*; *Stairway to the Stars*, *The Night Is Young*, *Stars in My Eyes*, *Sleepy-Time Gal*, *Sleepy Lagoon* and *Mood Indigo*. Tempi remain easy and restful thruout with arrangements sticking closely to the melody line. He achieves engaging effects by constantly resorting to fresh tonal combinations, selecting his stops with care and economy so as not to burden the ear-voicing. Cole shows particular preference to combining the strings and woodwind stops, interweaving French horns and other brasses. He uses the tremolo sparingly and with good taste, as he does the harp and chimes. Appealing blue-hued cover surrounds four-color pic of the organist. Inner flap carries two pix of Cole and well-penned sales pitch.

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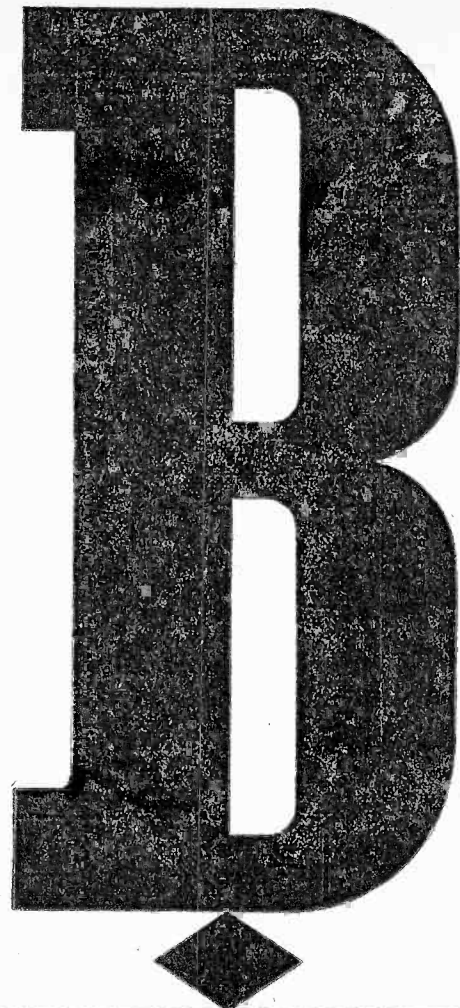
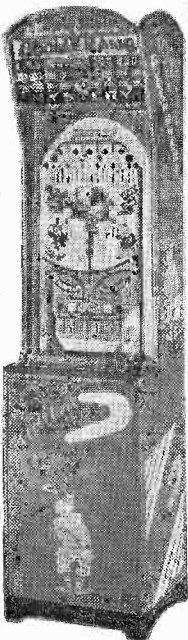
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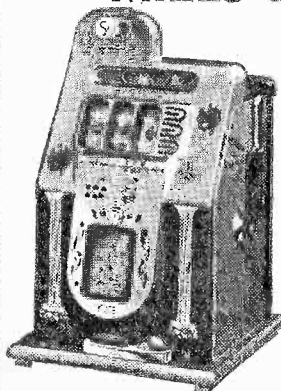
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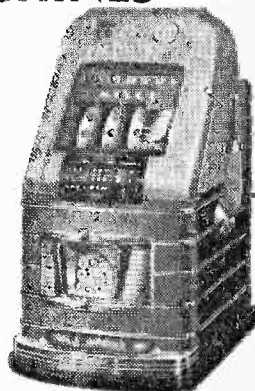
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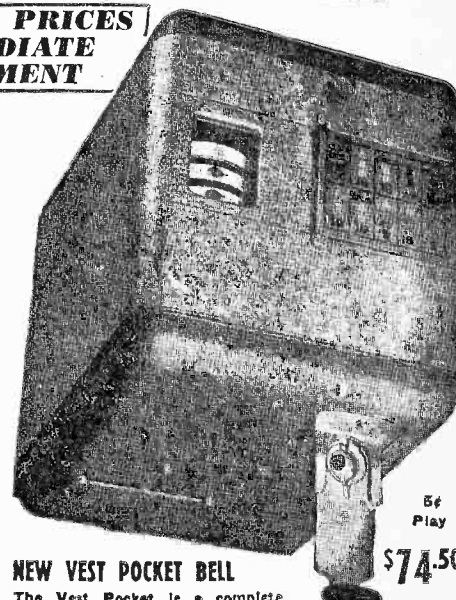
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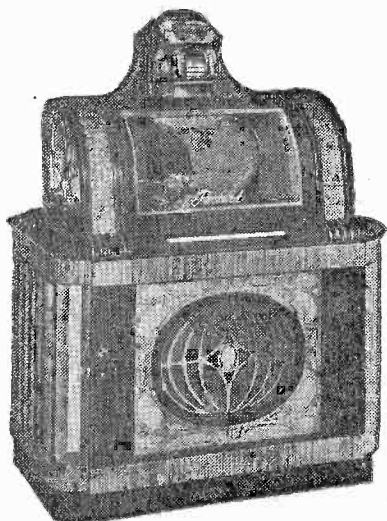
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# ALBUM REVIEWS

(Continued from page 38)

## "SELECTIONS FROM STUDENT PRINCE" —Marek Weber (Columbia C-134)

Marek Weber, directing orchestra and chorus, packages all the lovely Sigmund Romberg melodies from *The Student Prince* in medley array for the four records in the set. Singers and musicians re-create the lilting waltz melodies and love serenades and the stirring marching songs with the full flavor of the Continent, and it all makes for pleasant listening for the everlasting show score. Front cover designed as a colorful title page with picture of the maestro and notes on the music for the inside page. No attempt is made to make it a show album, rather to make the lovely Romberg music breathe again on wax.

## "I WONDER WHO'S KISSING HER NOW" (Signature S-9)

Two records that take in the Joe Howard song favorites from the movie inspired by his everlasting song favorite to which Bobby Doyle, assisted by the Ray Bloch orchestra and chorus, gives expressive baritone voice. The lyrical tenor singing of Floyd Sherman with the harmonies of the Chickering Four bring out all of the nostalgic flavor of *What's the Use of Dreaming*, with the orchestra and chorus giving colorful and rhythmic interpretations for *Honeymoon* and *Be Sweet To Me, Kid*. Tintype figures make for an attractive cover design which includes face photos of the song soloists and maestro, and on the strength of the movie association, the small package may get some merchandising attention at the record marts.

## LISZT: "MEPHISTO WALTZ"—New York Philharmonic: Artur Rodzinski (Columbia MX-281)

The stirring and sardonic *Mephisto Waltz* of Franz Liszt, based on the Faust legend, is given a vivid interpretation by Artur Rodzinski in conducting the Philharmonic Symphony Orchestra of New York. Music is sensual rather than melodic and the symphony in its playing brings out all of its imaginative content. Takes three 12-inch sides with the maestro filling out the two-record album with Wolf-Ferrari's light and airy Overture to his comic opera, *The Secret of Suzanne*. Faustian figures provide the cover page attraction with picture of the maestro and notes on the music for the inside page. While the package performance is creditable, merchandising interest in the set will be limited largely to music students.

## "WAGNERIAN EXCERPTS"—Torsten Ralf (Columbia MM-634)

Swedish tenor with the Metropolitan Opera (his four brothers are also tenors), Torsten Ralf makes his disk bow for the label with excerpts from four Wagnerian operas, his singing meeting the dramatic requirements of the selections in admirable fashion. Ralf covers a varied list of Wagnerian gems over the four 12-inch records from *Die Meistersinger*, *Tannhauser*, *Lohengrin* and *Parsifal*. The Metropolitan Opera Orchestra, conducted by Fritz Busch, gives the Wagnerian hero full musical support. Figures symbolizing the selected operas make for an attractive cover page with pictures of the singer and maestro along with notes on the music for the inside

page, making it choice collection on wax for the Wagnerian music lovers, who must be legion.

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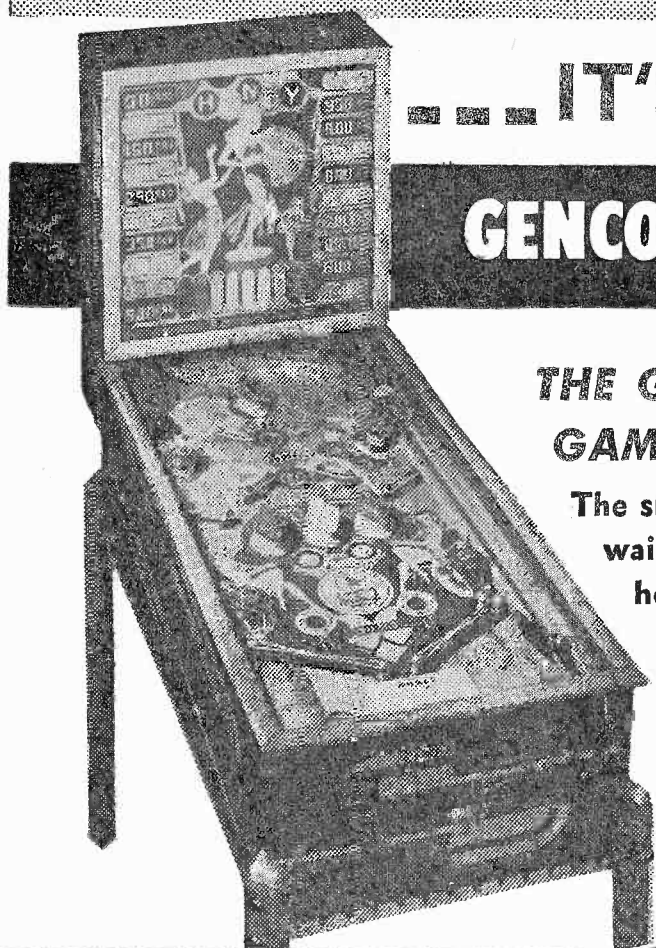
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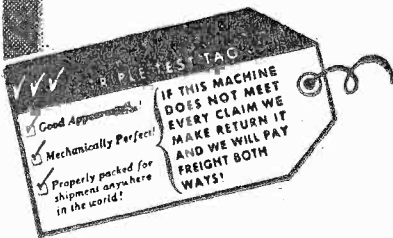


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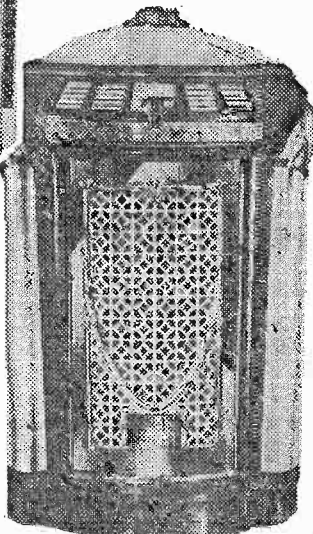
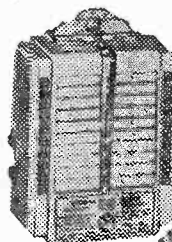
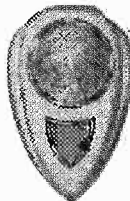
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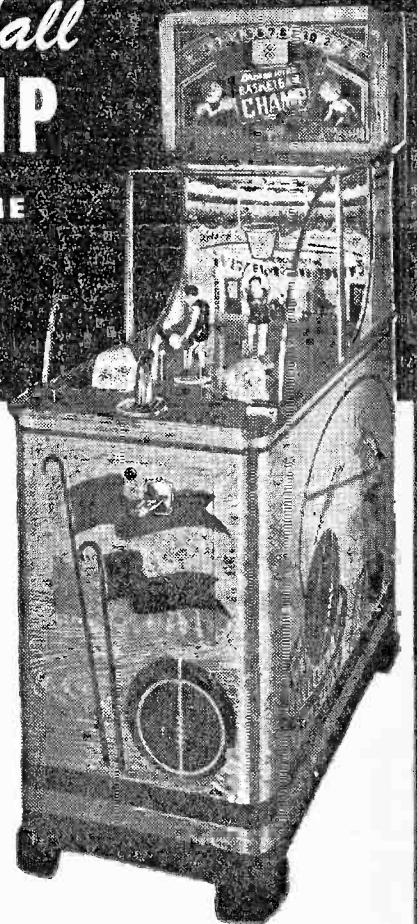
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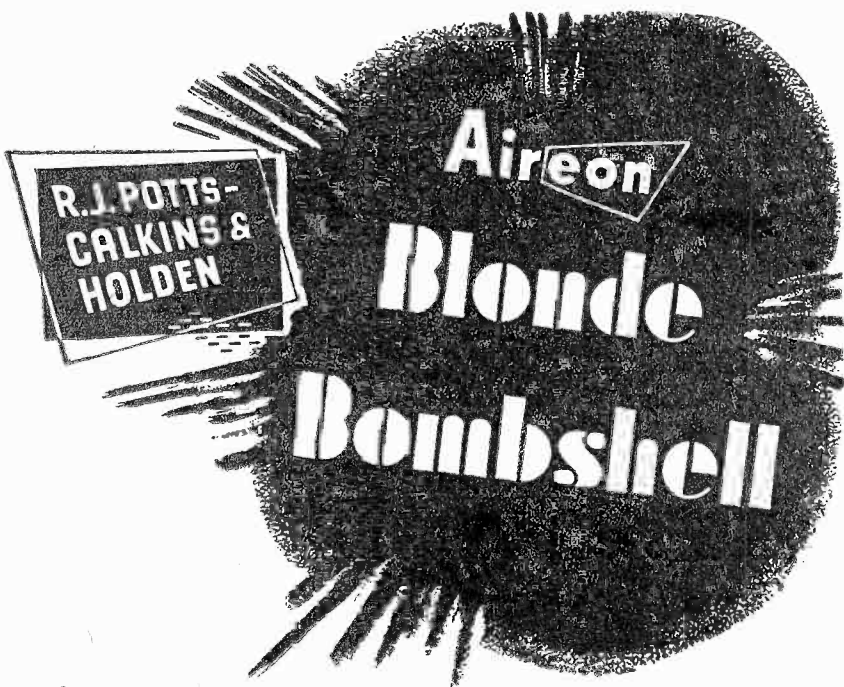
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Bally Rapid Fire, Refinished and Reconditioned .....	94.50	Bank Roll, 7 Ft., A-1 Condition ..	100.00
Batting Practice, Excellent Shape ..	79.50	Bank Roll, 9 1/2 Ft., A-1 Condition ..	125.00
Supreme Skee Roll, 9 1/2", Like New ..	125.00	Roll-the-Barrel, 7 Ft., Like New ..	75.00
Roll-a-Ball With Barrel, Excellent Shape .....	125.00		

Terms: 1/3 Deposit, Balance C. O. D.  
**SEND FOR OUR COMPLETE LIST OF QUALITY EQUIPMENT**  
FORMERLY MILWAUKEE COIN MACHINE CO.

*S. L. London Music Co., Inc.*  
3130 WEST LISBON AVENUE • MILWAUKEE 8 • WISCONSIN

**FOR YOUR Bally EQUIPMENT See...**

**WIRE, PHONE, WRITE**

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN, NORTHERN ILLINOIS.

**COVEN distributing Co.**  
8181 ELSTON AVE. CHICAGO, ILL.  
Phone: INDEPENDENCE 2210

**OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.**



### FOR SALE

1 ROCK-OLA, 1946 .....	\$475.00	SUPER SCORE. Like New .....	\$125.00
2 SEEBURGS, 146-M. Each .....	550.00	SHOW GIRL. Like New .....	145.00
PLAY BOYS. Like New. WRITE .....	190.00	SMARTY. Like New .....	135.00
CROSSFIRE. Like New. ....	190.00	FIESTA. Like New .....	135.00
HAVANAS. Like New. ....	180.00	CYCLONE. Like New .....	190.00

WRITE US YOUR NEEDS  
**LAVOIE & HILLMAN, INC.**  
DISTRIBUTORS OF COIN MACHINES SINCE 1926

2 East Main St. FALL RIVER, MASS. Tel.: F. R. 8-5431

DISTRIBUTORS FOR GENCO—WILLIAMS—BALLY—EXHIBIT and CHICAGO COIN.

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EQUIPMENT COMPANY  
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UNITED'S  
**MEXICO**

with  
**NEW BONUS  
FEATURE**

- ✓ Added Thrills
- ✓ More Action
- ✓ Greater Profits

TERRIFIC  
LAST BALL  
SCORING  
POSSIBILITIES

Five-Ball  
Novelty  
Replay

See Your  
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**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

**United's  
MEXICO**

*Art Work and Silk Screening  
by*  
**ADVERTISING POSTERS CO.**  
3845 W. Madison Street • Chicago 24, Illinois

**FOR SALE**  
**ONE EXCELLENT LONG ESTABLISHED  
MUSIC AND PIN BALL ROUTE**

In Southwest. Very healthful climate. 120 locations. Must have 1/2 down to handle.

Address BOX D-81  
c/o The Billboard, Cincinnati 22, O.

**ROUTE FOR SALE**

Eighteen new Wurlitzers, forty used Wurlitzers, Wall Boxes, sixty-five latest Pin Games, new Truck. Route well established. A wonderful opportunity for right person.

**Central Amusement Co.**  
BOX 422 CENTRAL CITY, KY.

★ **RECONDITIONED  
SEEBURG  
WIRELESS BOXES**  
75 5¢ Wall-o-Matics (WSSZ), 24 Selection, at **\$15.00** each

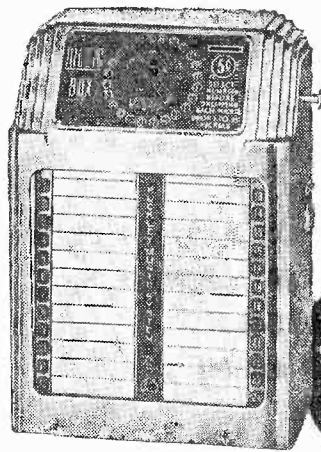
These wallboxes ready for location. Send 1/3 deposit with order—balance C. O. D. Subject to prior sale.

★ **ATLANTIC CONNECTICUT CORP.**  
1625 Main Street Hartford 5, Conn.  
Phone: Hartford 2-6141

**For Sale, \$375.00 Ea.**  
**4 PHOTOMATICS**  
(Inside Lighting)  
ON LOCATION  
**ESSANESS VENDING COMPANY**  
1145 and 1173 Sixth Ave., New York City

*Buckley*  
**BUILDS THE Best**

THE NEW *Music Box*



**\$25.00**

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

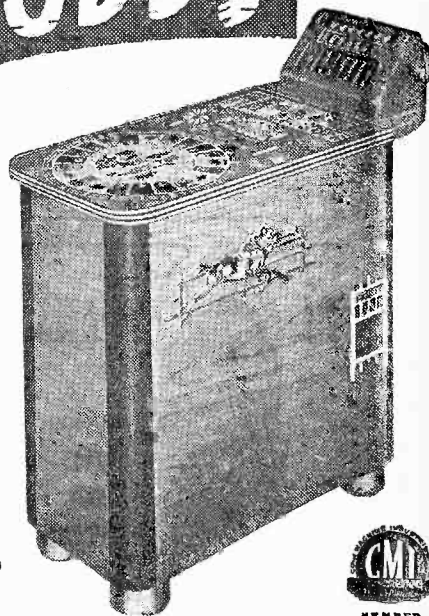
Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features or construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box equally popular for wall or bar installation.

**TRACK ODDS**

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



**\$1250.00**

**NEW CABINET ASSEMBLIES**

FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5¢-10¢-25¢ chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

**\$50.00**



*Buckley Manufacturing Co.*

1223 WEST WARE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6639

# SENSATIONALLY NEW! CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

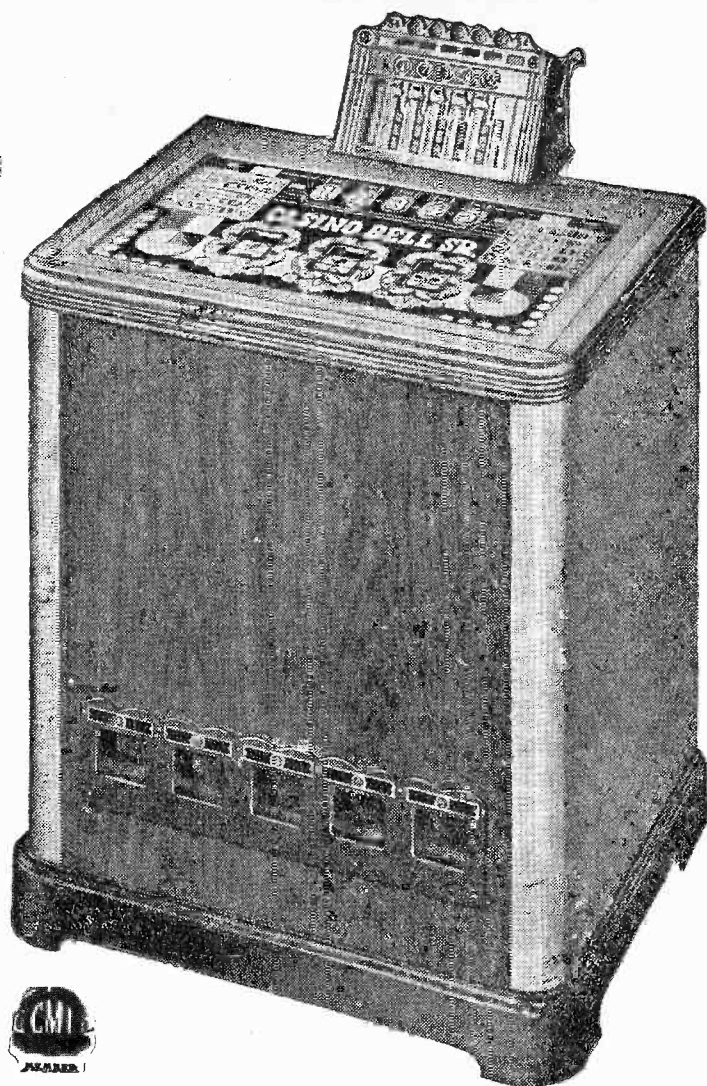
- 5-COIN HEAD! 5 PLAYERS!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- STANDARD MODEL, 3/5c and 2/25c. ALSO AVAILABLE IN STRAIGHT 5c or 25c FIVE PLAY MODELS!

SEE YOUR DISTRIBUTOR TODAY

## H. C. EVANS & CO.

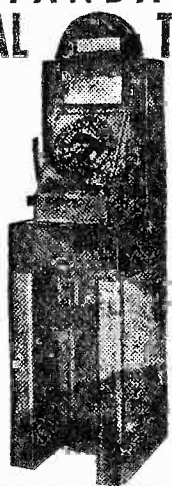
1520-1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS



### STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

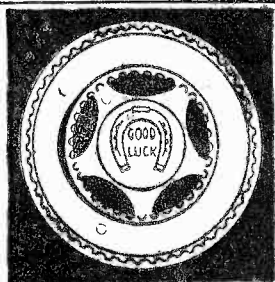
### FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

### NEW COLORED DISCS

NOW AVAILABLE  
Guaranteed to Increase your receipts.  
WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.  
4333 DUNCAN AVE., ST. LOUIS 10, MO.

## BEFORE BUYING... COMPARE

**YES!** There must be good reason why Albena does the business. Mainly because it's smart to get the most for your money and ALBENA GIVES YOU THE BEST VALUES IN THE NATION!

### MINIATURE BULBS

Including #44, 46, 47, 50, 51, 55 and 63.  
45% Off List Price Plus Tax.

### GOLD "GRILLE" CLOTH

19x23 75c  
HEAVY DUTY GOLD "GRILLE" CLOTH

22x25 - The Best Ever Made

\$1.25

WORTH AT LEAST TWICE AS MUCH

### REMODELED AND MODERNIZED PHONOGRAPHS

THAT LOOK LIKE NEW AT LOW AND WORTH WHILE PRICES

TUBES, ACCESSORIES AND PARTS FOR ALL "JUKE BOXES" AT ATTRACTIVE PRICES

Write Today for Lists and Prices

## ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

## BARGAINS

ON NEW ORLEANS NOVELTY COMPANY'S FAMOUS USED GAMES

Exhibit MYSTERY, \$142.50; United SEA BREEZES, \$85.00; Williams TORNADOES, \$147.50; Chicago Coin KILROYS, \$135.00; United's RIOS, \$165.00; United's HAVANAS, \$175.00; Bally MIDGET RACES, \$67.50; BIG PARADE, FLAT TOP, ABC BOWLER, \$30.00 each; CONSOLE BASES for 5-ball games, \$12.50 each.

### NEW ORLEANS NOVELTY COMPANY

115 Magazine St.

Phone: RAYmond 7904

New Orleans, La.

## DO YOU NEED NEW MACHINES? WE HAVE...

- New A. B. T. Machines
- New Beli-O-Matic Machines
- New Bally Machines
- New Evans Machines
- New Genco Machines
- New Williams Machines
- New Mutoscope Machines
- New Pace Machines
- New Esquire Machines
- New Columbus Venders
- New Master Venders
- New Waffing Venders
- New Victor Venders
- and New Phonographs, too.

Write for detailed circulars on these new machines.

## DO YOU NEED USED MACHINES? WE HAVE THEM

Thoroughly Checked and Ready for Location. Write for exact list of used machines you need, as we have various lists.

The VENDING MACHINE CO.  
FAYETTEVILLE, NORTH CAROLINA  
U.S.A.



OPERATORS EVERYWHERE  
 ARE THANKING THEIR  
**LUCKY STAR**

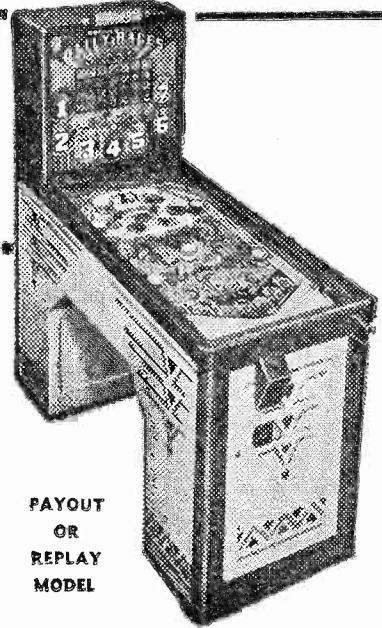
IT'S GOTTLIEB'S! IT'S GREAT!  
 Meteoric 5-Ball Action!  
 Kick-Out Pockets! Score and Re-  
 Score Up to 15,000 at a Time!  
 Super High 400,000 Score!

Order from your  
 Distributor Today!  
 Make every day a Lucky  
 Day on all Locations!



"There is no  
 substitute  
 for Quality"

Improved Deluxe  
**GRIP SCALE**  
 Consistently Best  
 Since 1927



PAYOUT  
 OR  
 REPLAY  
 MODEL

**DAILY RACES**

1-Ball Multiple

LEADER IN  
 ACTION!  
 APPEAL!  
 EARNINGS!



MEMBER

**D. GOTTLIEB & CO.**

1140 N. Kostner Ave., Chicago 51, Ill.  
 1140 N. Kostner Ave.  
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20 YEARS OF LEADERSHIP

**GUARDIAN ELECTRIC MFG. CO.**

CHICAGO, ILLINOIS

Welcomes the...



What a  
 Gold Digger!

Our part of the BLONDE BOMBSHELL is the most glamorous of all. Guardian Coin Accumulators are in there, "clicking" and helping to create that magnetic earning power.

CONGRATULATIONS FROM ANOTHER Aireon SUPPLIER



JOE  
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JUST OFF LOCATION

**"AS IS" SALE**

All Parts Intact—Rock Bottom Prices

\$15.00 EACH

- |                 |                 |
|-----------------|-----------------|
| A. B. C. BOWLER | MONICKER        |
| ALL AMERICAN    | MYSTIC          |
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| ATTENTION       | SEVEN UP        |
| BOLAWAY         | SPORT PARADE    |
| BANDWAGON       | SNAPPY          |
| CROSSLINE       | STAR ATTRACTION |
| FLICKER         | STRATOLINER     |
| FOUR ROSES      | SCORE-A-LINE    |
| GUN CLUB        | SLUGGER         |
| GOLD STAR       | TOPIC           |
| HOME RUN, '42   | TARGET SKILL    |
| JOLLY           | VELVET          |
| MAJORS, '41     | WILDFIRE        |

\$39.50 EACH

- ARIZONA
- BRAZIL
- CATALINA
- FLAT TOP
- IDAHO
- KEEP 'EM FLYING
- LAURA
- OKLAHOMA
- YANKEE DOODLE

\$29.50 EACH

- BIG PARADE
- KNOCKOUT
- 5-10-20
- BOSCO
- SKY BLAZER
- TEXAS MUSTANG

1/3 With Order, Balance C. O. D. Minimum Order, 5 Machines.

**ACTIVE AMUSEMENT MACHINES CO.**

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YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS

★ CHOICE OF THE  
★ ★ EXPERTS!  
ALL STARS



Realistic! 3-dimensional figures "run bases" inside back-board! Player controls bat and pitcher! New 3-Coin Drop Head Chute takes 5c, 10c, 25c coins, speeds play! Credit Unit records advance payments and replays! PERFECT FOR EVERY TYPE OF LOCATION!

THE GAME THAT GETS THE PLAY!

TORCHY

ENTIRELY DIFFERENT!

TORCHY HAS MAGNETIC KICKERS!

2 WAYS TO WIN!

CRAZY BALL ACTION!

CONVERTIBLE TO SCORE STRAIGHT HIGH



Williams Long Life Games

ORDER NOW From Your Jobber or Distributor

*Williams*  
MANUFACTURING COMPANY

161 W. Huron St. Chicago 10, Illinois

ATLAS

WHERE FRIENDLY PERSONAL SERVICE HELPS KEEP YOUR BUSINESS PROFITABLE!

NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- \$1.00 599.00
- Jennings Super DeLuxe (Lite-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
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- \$1.00 Pace DeLuxe Bell 550.00
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- HONEY • HAVANA •
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- IMMEDIATE DELIVERY

ALL USED MACHINES COMPLETELY RECONDITIONED AND REFINISHED

The Finest In New and Used Equipment

PRICES SLASHED ON BRAND NEW COUNTER GAMES

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Export Buyers!

Write at once for our NEW CATALOG — just released! America's most complete selection of rebuilt Automatic Phonographs!

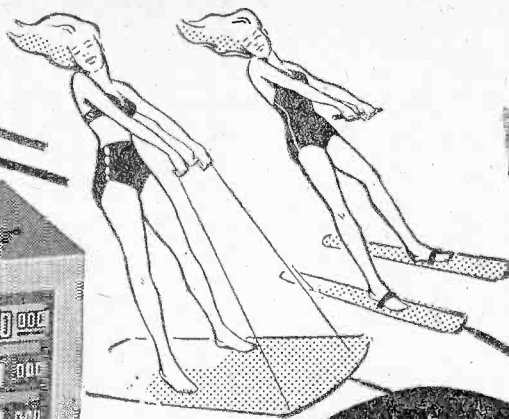
ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 CHICAGO 47  
 ATLAS MUSIC CO. 5743 GRAND RIVER AVE., DETROIT 8  
 ATLAS MUSIC CO. 2219 FIFTH AVE., PITTSBURG 1  
 ATLAS MUSIC CO. 221 NINTH ST., DES MOINES 9



TERMS: 1/3 DEPOSIT BALANCE C. O. D.





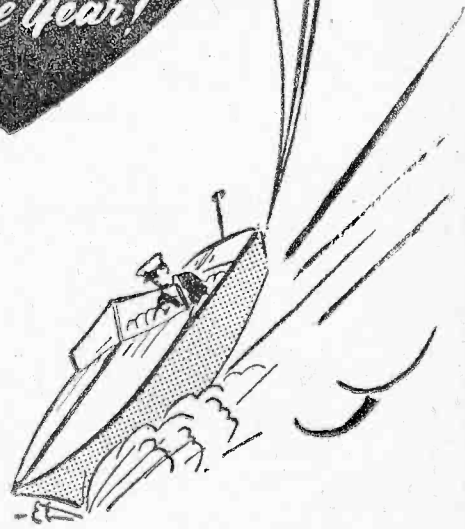
**SPEED!**

**ACTION!**

**BEAUTY!**



**Genco's**  
**honey**  
*The Sweetest*  
**5 BALL GAME**  
*of the Year!*



ORDER FROM YOUR NEAREST DISTRIBUTOR

**Genco** MANUFACTURING and SALES CO.  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

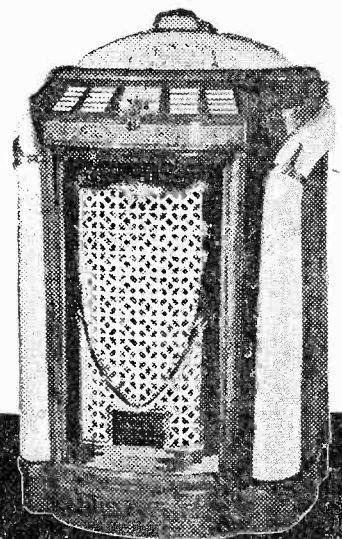
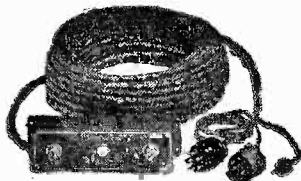
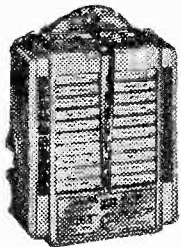
# It fits

Scientific sound distribution is no fairy tale! There is only one perfect fit for each location—music distributed evenly to every corner by Seeburg Speakers . . . volume turned up or down to fit the room and the crowd by Dual Remote Volume Control . . . easy tune selection for every patron with Seeburg Wall-O-Matics. That's the perfect fit for every location. . . .

**Seeburg** SCIENTIFIC  
DEPENDABLE MECHANISMS  
SOUND DISTRIBUTION



EXCLUSIVE SEEBURG DISTRIBUTORS, CENTRAL AND SOUTHEASTERN OHIO, WEST VIRGINIA AND WESTERN VIRGINIA



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Phone: Main 5563

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# SHAFFER MUSIC COMPANY

**Seeburg** MUSIC SYSTEMS DISTRIBUTE A PLEASING VOLUME  
AT CONVERSATION LEVEL... ALL OVER THE RESTAURANT

*Like the Artist Playing, Personally,  
at every Table!*

Only Seeburg has the genuine  
Scientific Sound Distribution...  
Seeburg has pioneered every  
major development... and  
only Seeburg has the tried and  
proven equipment now.  
A correctly engineered Seeburg  
installation... using the correct  
number of speakers, wallomatics  
and related equipment...  
distributes music to every table,  
at conversation level... as clear as  
the artist playing in person!  
Never too loud... never too soft.

**Call S. H. Lynch & Co.**

**to engineer your**

**locations with**

**Seeburg** SCIENTIFIC  
SOUND DISTRIBUTION



**S. H. LYNCH & CO.**

*Exclusive Southwest Distributors*

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- \* Houston, 910, Calhoun
- \* New Orleans, 832 Baronne
- \* San Antonio, 241 Broadway
- \* Memphis, 1049 Union Avenue
- \* Oklahoma City, 909 N. Western



# GENTLEMEN PREFER BLONDES



*She's  
still keeping  
her secret...  
See Your Distributor*

*Yes!  
She's a  
Gold Digger!*

**Aireon**

## Blonde Bombshell

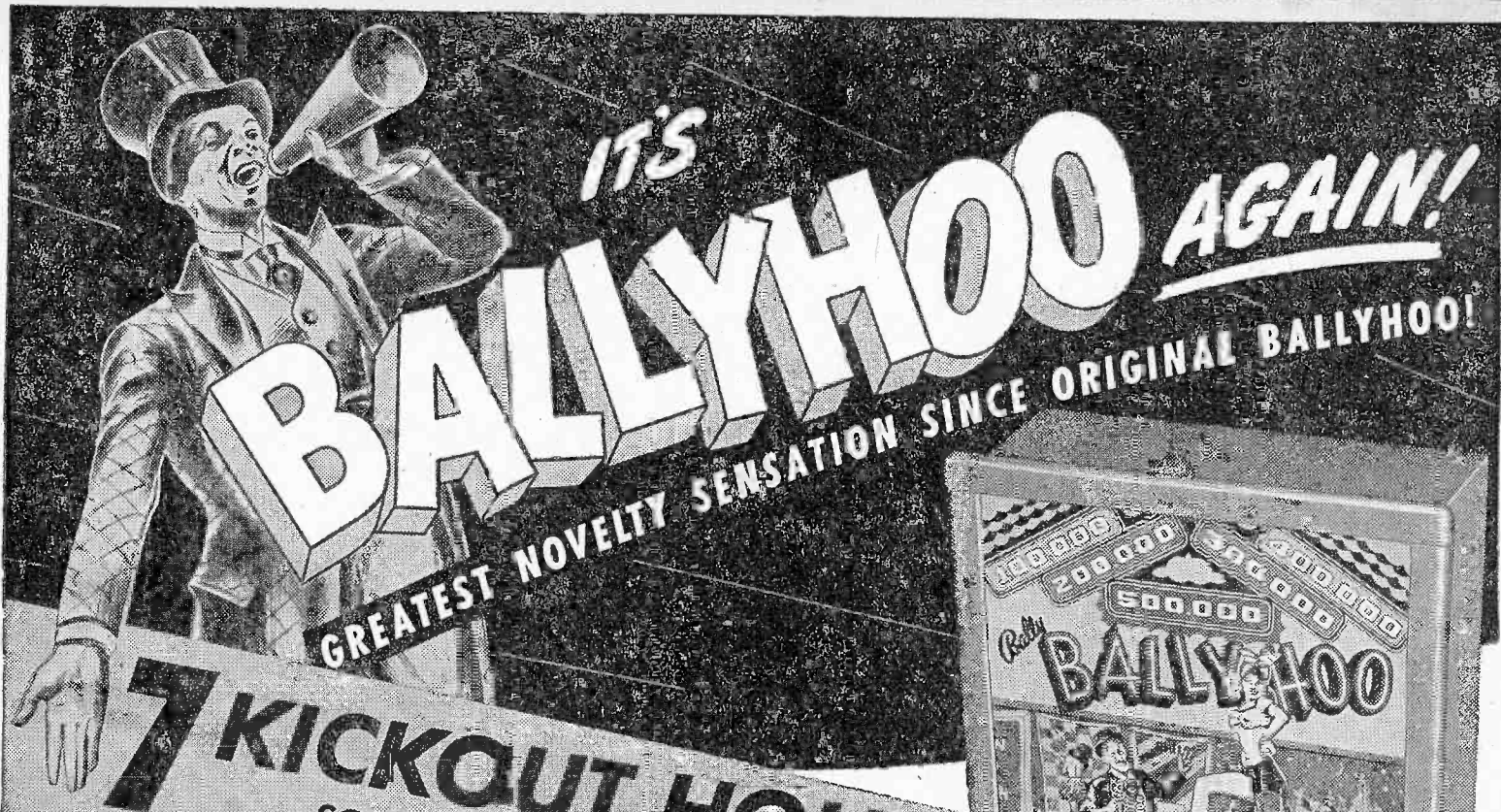
**New Magnetic  
Earning Power!**

She's kind to the eyes...smooth to the ears  
...golden coloring and a golden voice. See  
this stunning beauty at your Aireon Distrib-  
utor's. Orders filled in rotation as received.

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IT'S

# BALLYHOO AGAIN!

GREATEST NOVELTY SENSATION SINCE ORIGINAL BALLYHOO!

## 7 KICKOUT HOLES

SCORING 5000 TO 50,000

## HI-SCORE UP TO 560,000

## WILD, WIERD ACTION.

### 2 BIG DIAMOND BUMPERS

SCORING 10,000 TO 50,000

### 2 SPECIAL BUMPERS

### 2 SUPER SPECIAL BUMPERS

### 8 BUMPERS

SCORING 5,000 PER HIT

## FREE BALL HOLE

SCORES 10,000 — RETURNS BALL

### 18 DIFFERENT SCORE VARIATIONS

### NEW IMPROVED MECHANICAL, ELECTRICAL UNITS



You haven't seen action 'till you've seen BALLYHOO—wildest action ever packed into a playfield! You haven't seen earning power till you've dipped your fists into a BALLYHOO cash box! One sample will convince you. And you better order that sample quick—to get in ahead of the biggest stampede in pin game history. Phone your distributor today!

### CONVERTIBLE 5 OR 3 BALL

### NOVELTY OR REPLAY

- HI-BOY
- EUREKA
- TRIPLE BELL
- DE LUXE DRAW BELL
- SPECIAL ENTRY
- BALLY ENTRY
- HEAVY HITTER

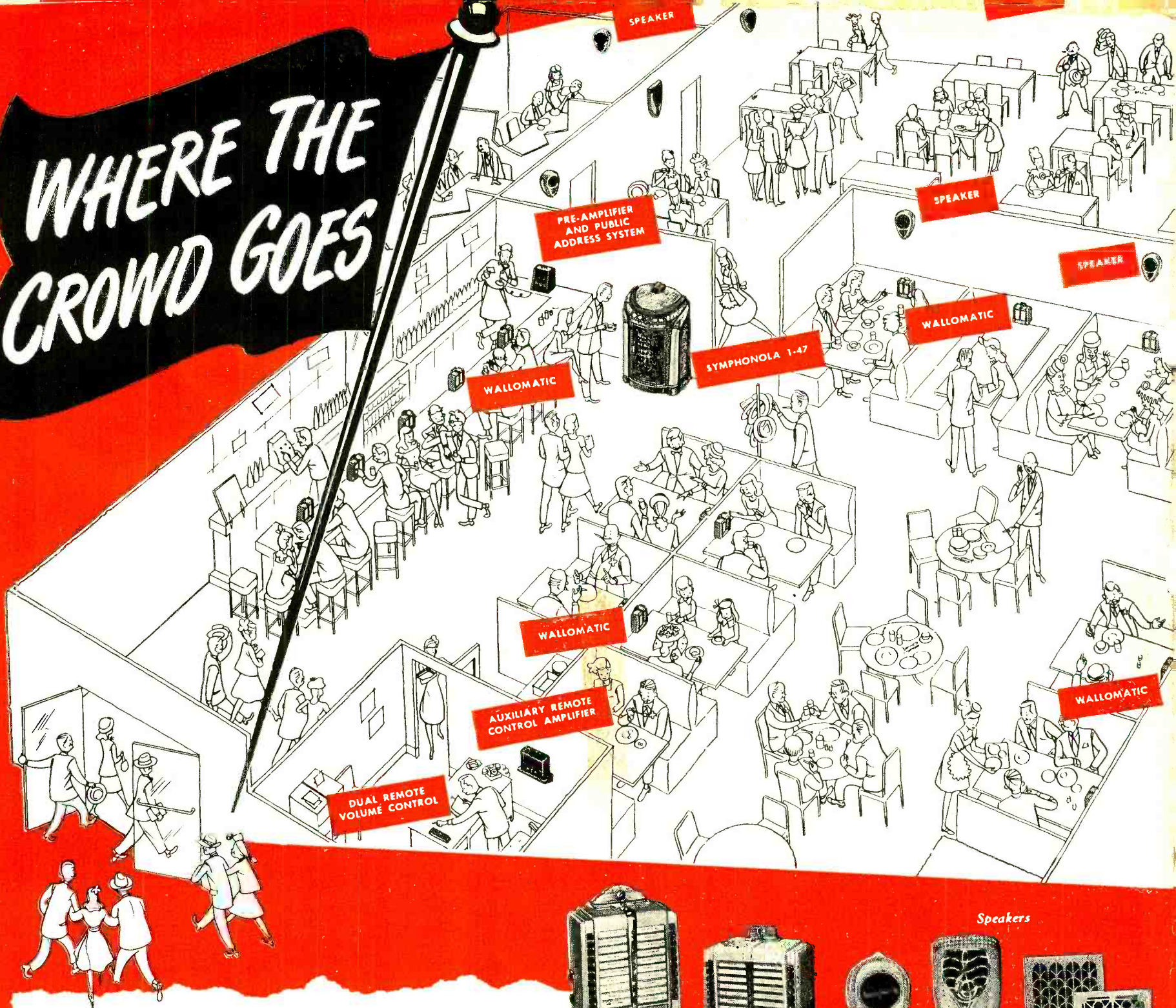


# Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



# WHERE THE CROWD GOES



Location owners are quick to realize that music tailored to their location can prove a big attraction to draw the public. More than that, a pleasant background of music induces guests to linger.

By providing:

## SCIENTIFIC SOUND DISTRIBUTION

in the locations you operate, you furnish music that everyone can enjoy—no blare near the phonograph, no fadeaway in far corners.

But just hooking on speakers to a phonograph not designed for Scientific Sound Distribution is not the answer. The Symphonola was engineered with two amplifiers each separately controlled, one for the speaker in the Symphonola, the other for remote speakers. No adapters or converters are necessary.

One more important Seeburg development that is necessary to bring music within easy reach of the public is:

## REMOTE CONTROL

By making it easy for the public to select music of its choice, you are applying sound selling techniques to music-merchandising. Seeburg Wallomatics fit the needs of any installation—available in either wireless or three-wire types, with five-cent coin chute or single chute accepting nickels, dimes and quarters. All twenty selections are visible at one time—fully illuminated—no knobs or dials to turn.

If you are not taking advantage of Seeburg advances in music merchandising, talk it over with your Seeburg Distributor.



AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22





**... get pleasing sound level throughout every location with a WURLITZER engineered music system**

● You can't miss making more profits with a Wurlitzer Engineered Music System in your locations. Here are the reasons why.

1. The easier you make it for people to play your phonograph, the more they will play it! Wurlitzer Wall Boxes will do *that!*
2. The better you make that music sound, the more people will want to hear it! Wurlitzer Speakers will accomplish *that!*

That's why Wurlitzer Music Merchants coast to coast are

stepping up their take in every type and size of location with Wurlitzer Engineered Music Systems. If you are behind times, you are behind the money potential that is in each and every location on your route. Get up to date NOW!

See your Wurlitzer Distributor. He will help you analyze your locations—commercial, industrial, or mercantile, and come up with a Wurlitzer Music System engineered to their individual needs. That means more money for you! There is no time to lose. See your Wurlitzer Distributor NOW. The Rudolph Wurlitzer Company, North Tonawanda, New York.

**Make your WURLITZER music more Accessible, more Enjoyable, more Profitable with a**



**ENGINEERED MUSIC SYSTEM**



**MODEL 3020**  
Wall Box



**MODEL 4005**  
Round Wall Box



**MODEL 4000**  
Wall or Ceiling Speaker